

# WEST COAST FISHERIES

---

---



---

---

## YOURS

*.. for better business*

Two factors are vital for the salmon canner—Quality for maintaining sales—Efficiency for reducing costs. The need for both has never been more vital than now—and one without the other is not enough.

Canco offers a modern method of vacuum packing for both quality in the product and efficiency in the plant. Improved appearance when the can is opened. Improved flavor. Cleaner closure. Uniform vacuum. Better, smoother, quicker operation—whether you have one or many lines. Add the savings involved in Canco collapsed cans and reforming machines, and you will see why so many salmon cannery are already Canco customers—and why so many others, especially now, are getting the facts and figures.

### AMERICAN CAN COMPANY

Chicago  
104 So. Michigan Avenue

New York  
New York Central Building

San Francisco  
111 Sutter Street





# Fishermen's Packing Corporation

*Everett*

Canners of Puget Sound

*Washington*

## SALMON

OUR  
B R A N D S

### SOCKEYE

"Snowcap"

### COHOE

"Olympic" — "Snow King"

### PINK

"Ocean Spray" — "Waterfall"

### CHUM

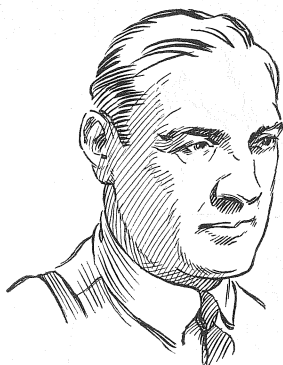
"Golden West" — "Golden Glow"

## CANNERY:

## EVERETT, WASH.

# PLYMOUTH

## SHIP BRAND MANILA ROPE



### The PLYMOUTH Rope-maker says:

"WE rope-makers know that you expect the Plymouth rope you buy to *do its duty*. That means that every one of us in the Plymouth organization must first do *his duty*. The selecting of the Manila fiber must be done carefully and skilfully, in order that only the most suitable grades of fiber may go into Plymouth rope. The men who have charge of each manufacturing step must maintain the high standards that have been established by more than a century of rope-making experience. And there must be constant inspection in order to make sure that you get the quality you expect when you buy Plymouth rope.

"Fishermen say PLYMOUTH Ship Brand Manila Rope is 'the rope you can trust.' They can say this honestly because many generations of fishermen have put Plymouth rope to the test, and it has never failed them. We men who make Plymouth rope know that it is up to us to keep up the Plymouth reputation for *strength, endurance, and dependability*. This is a responsibility we don't take lightly. And every coil of PLYMOUTH Ship Brand Manila Rope you buy proves to us that you know the rope will do its duty because we have done ours first."



PLYMOUTH CORDAGE COMPANY  
North Plymouth, Mass., and Welland, Canada

# The Rope You Can Trust





there  
is  
no  
substitute  
for  
quality

backed by  
**NATIONAL  
ADVERTISING**

**VAN CAMP SEA FOOD CO., Inc.**  
Terminal Island, California, U.S.A.



# Lower Lube Cost Per Hour!

**This giant Diesel  
Has Proved It**

**F**ROM its 24,000 H. P. McIntosh & Seymour main Diesel down to its smallest generator, the Motorship Caliche uses Union Lubricants exclusively!

Caliche's engineers have proved, through careful comparisons of lubricating costs, that Union oils and greases, because of their high efficiency and dependability at sea, deliver a *lower lubricating cost per hour*.

The Union Oil Company Research Laboratories, through selection of crudes, and special refining processes, have developed a *scientifically correct* lubricant to meet the demands of every marine lubrication job.

#### **A VALUABLE FREE SERVICE!**

When fuel or lubrication problems arise, call the nearest Union representative or write the Lubricating Oil Department, Union Oil Building, Los Angeles, for the free services of the Union staff of engineers. These experts are often able to reduce fuel and lubrication costs 10 to 25%—yet gain increased efficiency! Call or write today. This service is free!



**UNION OIL COMPANY**

# UNION LUBRICANTS

**"LOWER LUBRICATION COST PER HOUR"**



*Fish Harbor, Terminal Island, California, center of San Pedro's tuna, sardine and mackerel canning industries*

## Your Sales Opportunity!

### HERE ARE THE FACTS:

1. The Annual Equipment Number of West Coast Fisheries, the only publication of its kind in the industry, is issued in July.
2. It reaches canners, fleet owners and fresh fish dealers on the West Coast, as well as every organized group of fishermen.
3. It contains complete summaries of developments in equipment and supplies used by the industry, with many illustrations.
4. The Annual Equipment Number provides buyers a trustworthy guide in their purchases of machinery and gear.
5. It aids manufacturers and distributors in telling their selling stories, backed by the prestige of West Coast Fisheries.
6. There is no increase in advertising rates in spite of the added and exceptional advertising value of this special issue.

**S**ELLING equipment and supplies to canners, boat owners, fishermen and fresh fish dealers is a mighty strenuous job these days. Buyers are scrutinizing expenditures for equipment more closely than ever before. Today you need every sales help you can muster to convince the purchaser of the necessity of buying, and of the quality and value of your products.

**T**HESE BUYERS, representing the great purchasing power of the fisheries industry, will read the ANNUAL EQUIPMENT NUMBER of WEST COAST FISHERIES with more than usual interest, for its pages will be filled with vital information about the latest developments in modern supplies and machinery.

**T**HIS ISSUE provides your sales opportunity, a timely sales help in a period when the industry is swinging into an increased stride of activity and needing much new equipment, larger volume of supplies. Will your selling story be seen by these buyers? Strike while the iron is hot—write or wire your space reservation today, or send for advertising rates and further facts about this merchandising issue.

## Annual Equipment Number

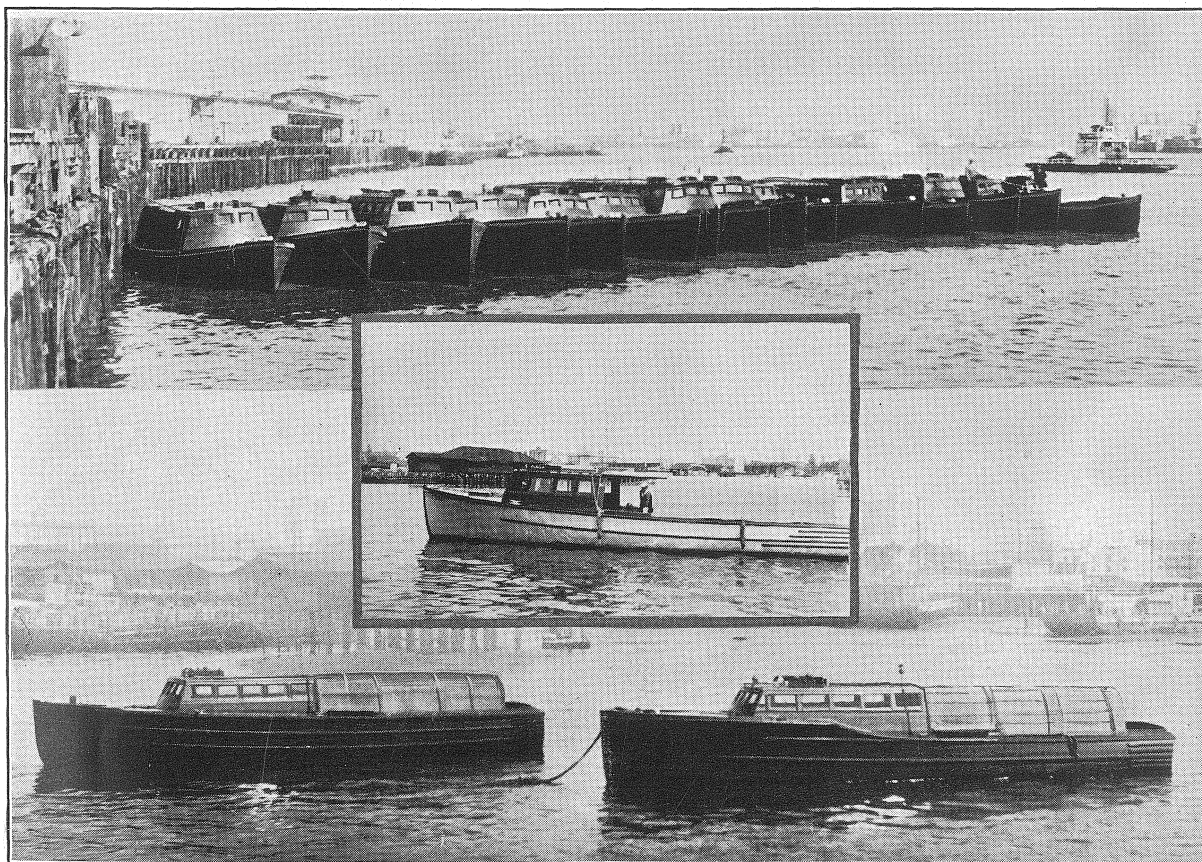
*Published in July*

# WEST COAST FISHERIES

*Business Offices: 124 West Fourth, Los Angeles, California*



# For The Toughest Jobs They Use HALL-SCOTT ENGINES



Shore boats or water taxis call for the best there is in an engine. They operate twelve to eighteen hours a day, year in and year out, with wide open throttles *maintaining schedules that would take the heart out of most engines.* Nothing but the best in men and engines can be used.

In this service Hall-Scott engines, through their proven superiority, have become the

standard. There are *sixty-five Hall-Scott powered taxis* in the Southwest alone. Others are operating in Vancouver, San Francisco, New York, Chicago, Detroit and Florida. Hall-Scott dependability, economy and low maintenance cost have made the taxi business a profitable one. *Use their experience as a guide, power with Hall-Scott and realize the same satisfaction.*

Hall-Scott Marine Engines range from 70 to 350 H.P. Write or visit our nearest sales service branch for further information.

## HALL-SCOTT MOTOR CAR COMPANY

DIVISION OF AMERICAN CAR AND FOUNDRY MOTORS COMPANY

Factory and General Offices

2850 SEVENTH STREET, BERKELEY, CALIF.

Eastern Factory Branches

254 WEST THIRTY-FIRST STREET

NEW YORK CITY

500 EAST JEFFERSON

DETROIT, MICH.

Northwestern Factory Branches

907 WESTERN AVENUE  
SEATTLE, WASH.

270 SIXTEENTH STREET  
PORTLAND, ORE.

1123 WEST PENDER STREET  
VANCOUVER, B. C.

Southwestern Factory Branches

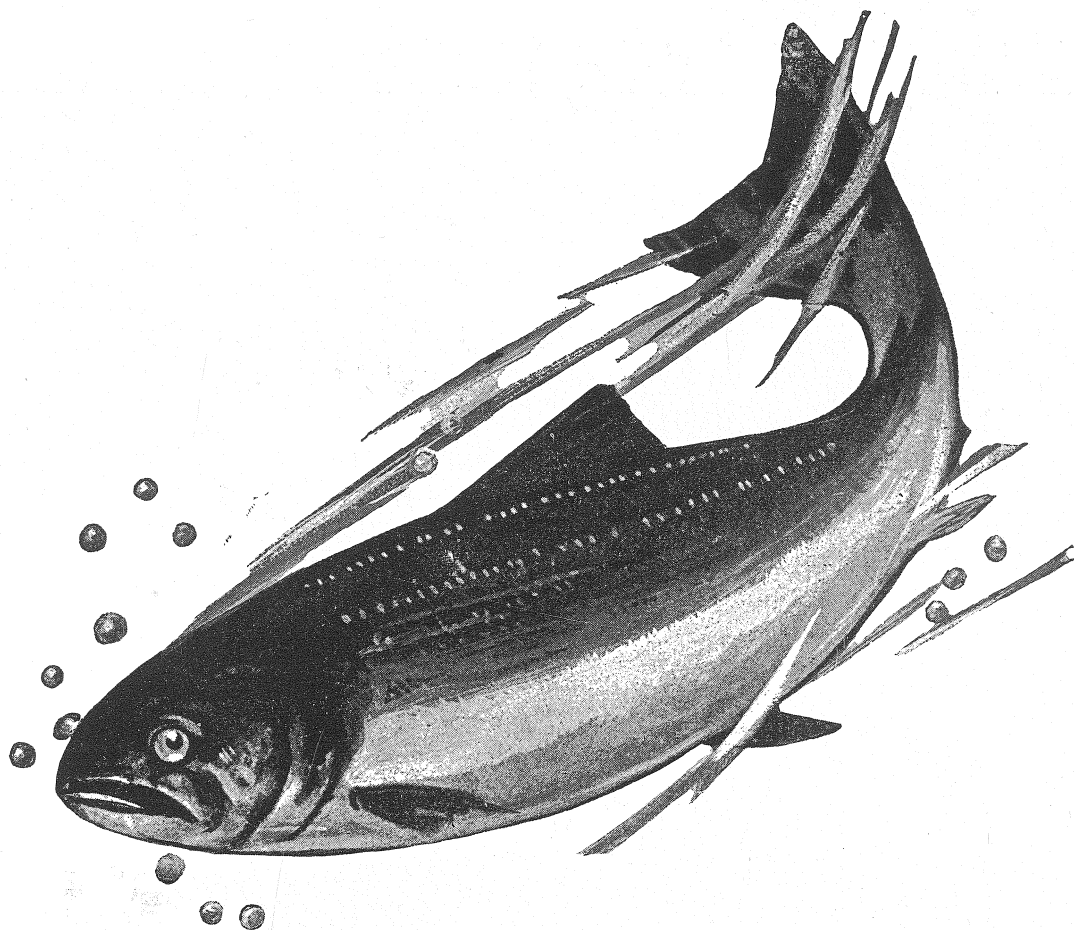
210 EAST TENTH STREET  
LOS ANGELES, CALIF.

240 AVALON BOULEVARD  
WILMINGTON, CALIF.

R. V. MORRIS CO.

1041 COLUMBIA STREET  
SAN DIEGO, CALIF.





*Fresh*  
*and*  
*Frozen*  
**HALIBUT *and* SALMON**

**MILD  
CURED  
and  
CANNED  
SALMON**

There is satisfaction in knowing that the frozen fish you receive has been so handled at its production source as to guarantee it being classed only as "Prime Quality."

That is the outstanding feature of Sebastian-Stuart Halibut and Salmon that has held the same distributors for years. Are you enjoying this advantage? Wire or write for quotations.

**SEBASTIAN-STUART FISH CO.**  
**SEATTLE, U. S. A.**

# SIX NEW ATLAS INSTALLATIONS

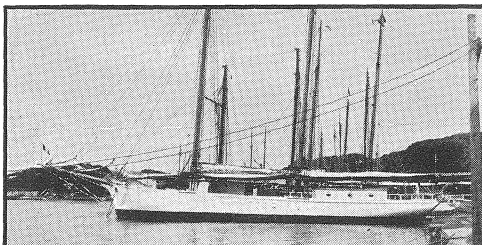
*for a variety  
of services in a  
variety of ports*

**T**HIS review of some of the varied types of craft in which Atlas Diesels have been installed in recent months is striking evidence of the widespread use to which Atlas Diesels are constantly being adapted, in many parts of the world.

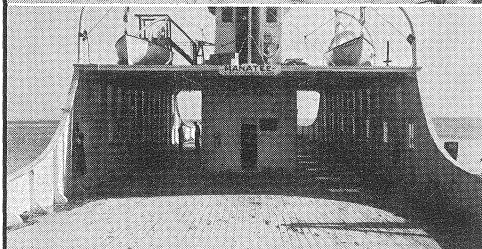
In the service of the French Government, in the South Seas, is the "Zelee". In Florida is the Tampa Bay Ferry & Transport Company's ferry, "Manatee". Operating in the open ocean waters around Hawaii, is the U. S. Engineer Department vessel, "Mamala". In the Matson Navigation Company's trans-oceanic liner, "Mariposa", the Atlas Diesel is furnishing auxiliary power. In the fleet of the San Francisco Bar Pilots is the "California". Towing banana barges, near Frontera, Mexico, is the Standard Fruit & Steamship Company's tug, "Frontera".

That Atlas Diesels continue, year after year, to occupy such an eminent position in the marine engine field is due to the fact that they have proved, in actual service, all over the world, that they can be depended upon to "stand the gaff", under the most severe conditions.

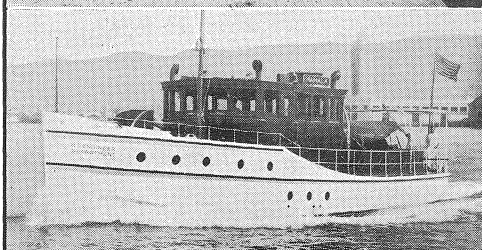
Specify Atlas Diesels for your next boat, or convert your present one to Atlas Diesel Power. Write for complete facts. Atlas Imperial Diesel Engine Co., Oakland, California. Branches and distributors serve the entire world.



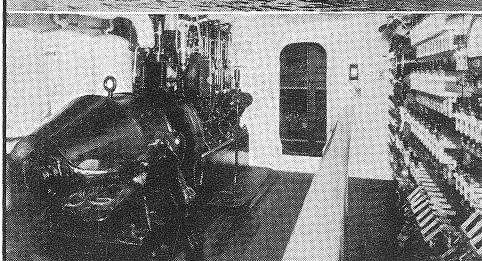
"ZELEE"



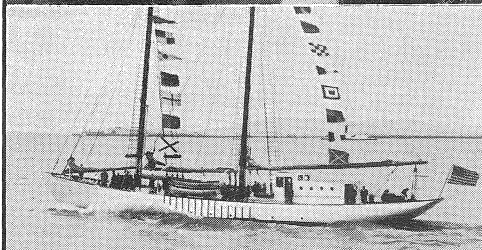
"MANATEE"



"MAMALA"



"MARIPOSA"  
auxiliary



"CALIFORNIA"



"FRONTERA"

# ATLAS Diesel Engines

ATLAS IMPERIAL DIESEL ENGINE CO.

Largest Manufacturers of Fish Hooks in the World



"The Better  
your hook the  
better your  
luck"

1832 . . . 1932

## Hooked Mackerel also make bigger cargoes

**J**UST as in the tuna fishery, hook and line fishing for mackerel is steadily increasing, thanks largely to Mustad Hooks. They get the tonnage.

All over the world, genuine Mustad Key Brand Fish Hooks are first choice for best hooking and holding. They get quicker and bigger catches.

*"Right in shape, temper and finish"*

**O. MUSTAD & SON**  
OSLO NORWAY

H. L. Bowlds, Agent

Mason Theatre Bldg., Los Angeles, Calif.

Mustad's  
Limerick Hook  
No. 6/0  
Actual Size

Mustad's  
Halibut Hook  
No. 6284  
Shown Half Size

# TURCO

## Keeps fishing boats spotlessly clean at lowest cost and with less work

TURCO cleaning materials and methods stand "watch" against dirt and grease on your boat. Make TURCO a regular member of your crew and you'll steer a straight course to greater cleanliness and efficiency. Use TURCO in the galley—in the engine room—everywhere that dirt and grease accumulate. It's economical, cleans faster and better. Safe—because NON-INFLAMMABLE.

TURCO SERVICE MEN

LOS ANGELES  
SAN FRANCISCO

OAKLAND  
SAN DIEGO

PORTLAND  
SEATTLE

**TURCO PRODUCTS, Inc.**  
1512 Industrial St. Los Angeles, Calif.

# ADVERTISERS

□ □ □

A	M
American Can Co..... 1	Main Fish Co. .... 41
American Fisheries Co..... 38-47	Marine Hardware Co..... 34
American Fisheries, Inc..... 47	Meredith Fish Co..... 43
Atlas Imperial Diesel Engine Co... 9	Miles Linen Co. .... 30
	Mustad (O.) & Son..... 10
	Mutual Fish Co. .... 48
	Mutual Supply Co., Inc..... 43
B	N
Blumenthal, M. N..... 47	Northern Products Corp..... 24
Booth (F. E.) Co., Inc..... 26	
C	O
Campbell Machine Co..... 38	Oakland Fish Co. .... 43
Central Calif. Fish Co..... 43	Oregon Fish Co. .... 42
Central Fish & Oyster Co..... 46	
Clinch (C. G.) & Co..... 33	
Coast Boat Works ..... 34	
Coast Electric Co. .... 38	
Coast Fisheries ..... 42	
Continental Can Co..... 12	
Cohn-Hopkins, Inc ..... 23	
D	P
Davis (John H.) Co..... 32	Pacific Mutual Fish Co..... 43
Diesel Filter Co. .... 37	Paladini (A.), Inc. .... 44
Dowden (Henry) Co. .... 44	Pioneer Fisheries ..... 48
	Plymouth Cordage Co..... 3
E	R
Ederer (R. J.) Co..... 36	Reeves, J. H..... 42
	Rule & Sons, Inc..... 23
F	S
Fibreboard Products Co..... 22	San Francisco Intl. Fish Co. 44
Fishermen's Pkg. Corp. .... 2	San Luis Fish Co..... 43
Fisheries Shore Guide—	Santa Cruz Fisheries..... 43
Northern California ..... 33	Seattle Glove Co..... 38
San Pedro-Wilmington ..... 34	Sebastian Stuart Fish Co. .... 8
Fox Fisheries, Inc. .... 41	Security Trust & Svgs. Bank..... 38
	Shockey Boiler Works ..... 38
	Spaulding Inspection Bureau..... 23
	Standard Fisheries ..... 43
	Standard Fisheries Co..... 48
	Sunset Photo Supply Co..... 25
	Superior Sea Food Co..... 46
	Suttora (Frank) Fish Co..... 47
G	T
General Fisheries Corp. .... 26	Tacoma Fish & Packing Co..... 41
Gross (E. B.) Canning Co..... 25	Tarr & Wonson, Ltd. .... 30
	Tubbs Cordage Co..... 36
	Turco Products, Inc..... 10
H	U
Haines Oyster Co..... 41	Union (The) Ice Co..... 30
Halferty (G. P.) & Co..... 51	Union Oil Co..... 5
Hall-Scott Motor Car Co..... 7	U. S. Printing & Lithograph Co. 26
Harbor Fish Co..... 46	
Higashi Fish Co..... 44	
Hiller, Paul W..... 35	
Horman, J. P..... 47	
Hovden (K.) Co. .... 52	
Hunt (H. R.) Putty Mfg. Co..... 35	
I	V
Independent Fish Co..... 48	Van Camp (Gilbert C.) Insur- ance Agency, Inc. .... 22
Ingle Mfg. Co. .... 38	Van Camp Sea Food Co., Inc. .... 4
Isenberg, M. H..... 46	
L	W
Larco (S.) Fish Co..... 47	West Coast Oyster Farms, Ltd. 43
Lawrence (J. E.) & Co..... 42	Western Calif. Fish Co..... 44
Linen Thread Co..... 28	Woolsey (C. A.) Paint & Color Co. .... 36
Long Beach Salt Co..... 25	Wreden Packing & Prov. Co..... 46
Los Angeles Fish & Oyster Co. of L. A. .... 46	
Los Angeles Fish & Oyster Co. of S. P. .... 48	
	Y
	Young's Market Co..... 46





# IN THIS ISSUE

Published by  
**AMERICAN TRADE  
JOURNALS, INC.**

JOHN EASTON BROWN,  
*Manager*

GEO. ROGER CHUTE,  
*Editorial Director*

ELVERTON B. STARK,  
*Editor*

---

## HOME OFFICE

---

124 West 4th, rooms 288-290  
Los Angeles, California.  
Telephone: MUtual 5857.

---

## EASTERN OFFICES

---

Wm. A. Wilson, Inc  
415 Lexington Ave.  
New York, N. Y.

---

## RATES

Subscription Rates: \$2.00  
per annum in the United  
States and Insular Posses-  
sions. Foreign Countries,  
\$3.00. Advertising Rates on  
Application.

Advertising forms close on  
the 25th of the month pre-  
vious to date of issue. Copy  
for Advertisements or direc-  
tions for changes must be in  
the Publisher's hands ten  
days before closing date.

---

*WEST COAST FISHER-  
IES is glad to publish all  
communications or articles  
which in the opinion of its  
editors are sufficiently meri-  
torious to interest its readers,  
whether or not the views ex-  
pressed in such contributions  
coincide with its policies.  
However, no responsibility is  
taken for statements made in  
signed articles prepared by  
others than the magazine's  
staff.*

## FEATURES and ARTICLES

Merchandising Fish to Modern Housewives.....	13
Established Brand Names Needed in Selling.....	14
Proposed Oregon Fish Tax Change.....	16
Packing Tuna in Japan.....	16
Philippine Fisheries Development.....	17
Confusion in Fish Names.....	18
Fishy and Otherwise.....	19
Fishery Leaders .....	20
Tuna Production Declines.....	21
A. J. Cohn Returns.....	23
Recent Sardine Discoveries.....	25
Conflict of Mexican Attitudes.....	29
Engines Set Record.....	32
Lent Shows Moderate Gain.....	39
Too Many "Sea Basses".....	40
Halibut Sales Large.....	41
Totuava Traffic Ends.....	45

## CANNERY REVIEW

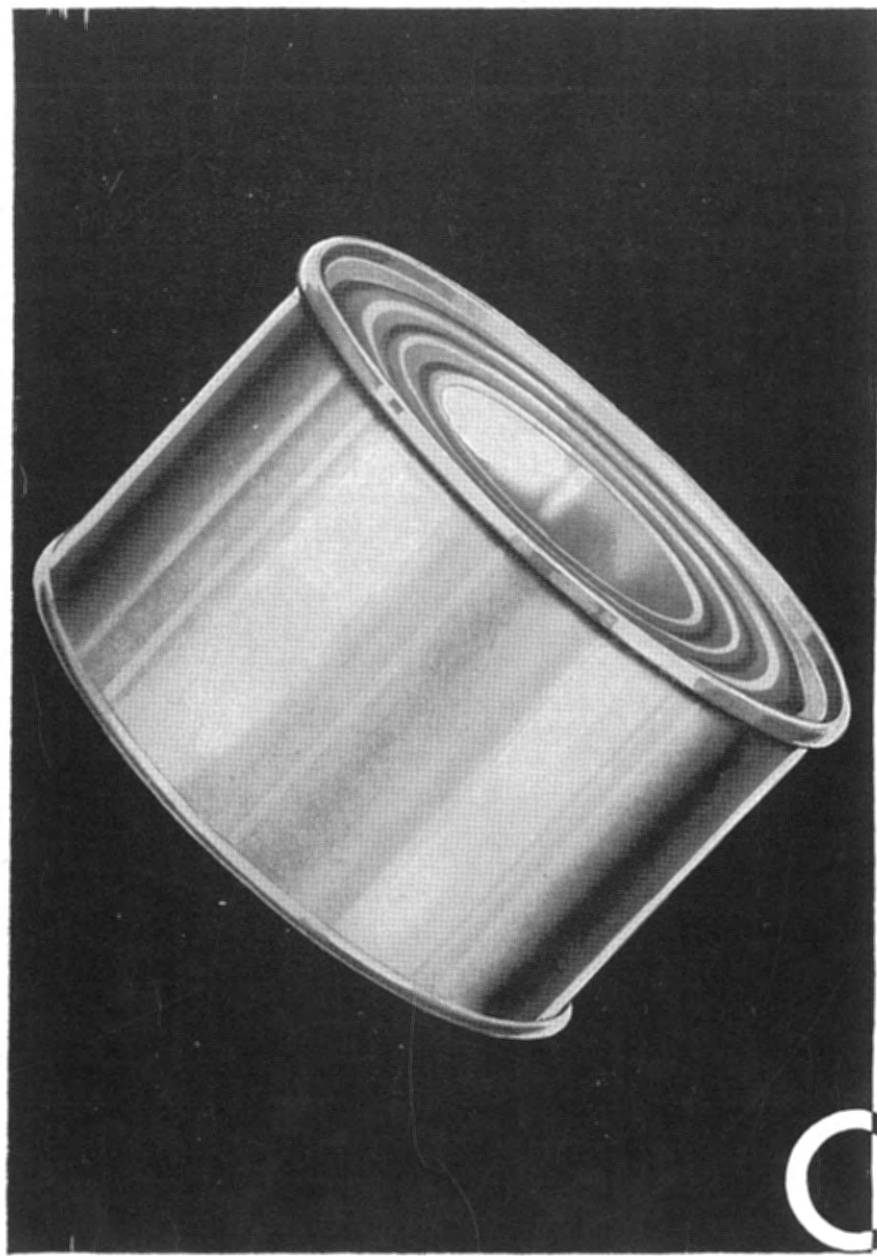
Lead Feature Article.....	21
Tuna .....	23
Cured Fish, By-Products.....	24
Sardines .....	25
Salmon .....	27

## FISHERMEN REVIEW

Lead Feature Article.....	29
Northwest .....	31
Northern California .....	32
Monterey .....	33
San Pedro .....	35
San Diego .....	37

## FRESH FISH REVIEW

Lead Feature Article.....	39
Northwest .....	41
Oregon .....	42
Northern California .....	43
Southern California .....	45



Before you pack, find out for yourself how Continental's complete service is helping packers to better meet the existing demands of today.

**C**ONTINENTAL'S

**5**

**PACIFIC COAST  
PLANTS TO  
SERVE YOU WELL**



. . . high quality cans and modern closing machines assure faster packing . . . fewer interruptions . . . reduced overhead and more net profit from every can of tuna.

**CONTINENTAL CAN COMPANY <sup>INC</sup>**

SAN FRANCISCO  
155 Montgomery Street

NEW YORK  
100 East 42nd Street

CHICAGO  
111 West Washington Street

SEATTLE - LOS ANGELES - SAN JOSE - OAKLAND

"IT'S BETTER  
PACKED IN TIN"

# WEST COAST FISHERIES

## Merchandising Fish To Modern Housewives

By GARDNER POOLE

Vice-President, Birdseye Packing Company

COMPARED with European countries, the United States has not been a large per capita consumer of fish. There are many reasons for this fact, chief of which perhaps is that Europe, generally speaking, has not had the per capita wealth of the United States, has not raised its own beef and has turned to seafoods, especially fresh or salted fish, as an economical and wholesome diet. Today we are in a period of household economy in this country which should result in an increased use of fish, from the standpoint of economy.

The appeal of economy, however, never has been and probably never will be the strongest to the American housewife. And it is to her that seafoods must be sold, on her terms and in her language. The American home-maker has become an educated consumer. The magazines, the newspapers, the radio, women's clubs and many other agencies have given American women certain standards of judgment of a product which must be taken into account in gaining their approval.

Convenience is one of these standards. No country in the world at any time in human history has seen so many devices for lightening kitchen drudgery. Electricity is a cheerful slave and every woman wants to be served by its willing



*An example of modern packing methods applied to fish merchandising*

fingers. Vacuum cleaners, orange juicers, electric irons, refrigerators and a host of other appliances have educated women to demand convenience.

Appearance is another standard of judgment. Women want attractive things about them. Our national taste is unquestionably higher than ever before. Packages have replaced bulk selling. Color has invaded the kitchen. The business which grows by the favor of women must be mindful of this charac-

*WESTERN SEAFOOD SHIPPERS for some time have had under consideration projects for establishing lines of sharp-frozen fish and shellfish with which to increase their sales volumes. This article, prepared by a man whose experience in distributing similar merchandise in eastern markets has been unusually great, explains why sales of frozen fillets have been good in Atlantic Coast states.*

—THE EDITORS.

teristic of today's consumer judgment.

Quality today must be in the product as well as on the label. And there must be an economy factor in most of the things offered to women. There is only a narrow fringe of buying which ignores price.

These are not all of the standards by which women consumers measure products, but they are some of the essential ones.

How does the purveyor of seafoods to her majesty, the American woman, measure up, in his practices, to these consumer standards? In the answer to that question is a large share of the answer to the future of the industry.

Perhaps a concrete instance of what is being done by one company may be of pertinence. Clarence Birdseye's first attempts to take quick-frozen food to the public were made with fish. The place of seafoods in the development of quick freezing has been prominent, from the beginning. The principles of quick-freezing have been known by scientists for many years. The application of the principles to the merchandising of seafood has been comparatively new.

First of all, the merchandising of Birdseye quick-frozen fish, oysters, lob-

(Continued on Page 50)



Left: Through contact with metal plates at top and bottom, Atlantic Coast fish is frozen quickly and well. Right: This fine display of seafood is much more appealing than blood-smeared, dirty fish and shellfish which even today is placed on sale in fish markets





Display of labeled packaged goods under auspices of Continental Can Company, which designed the containers. Note how quickly famous brands are recognized

IT IS IMPOSSIBLE to put much trust in Thoreau's quaint notion that if a man living in the woods makes a good enough mousetrap the whole world will beat a path to his door to buy it," writes Charles Merz in his book, "The Great American Bandwagon."

"Launch a new mousetrap today and the effort is spectacular. Surveys are made to determine the presumptive sales-resistance of potential purchasers of mousetraps of different sizes, shapes and colors. A national campaign is undertaken to instruct the country in the use of bait. Pictures of villages in flames call attention to the fact that more harm is done by mice each year than was done in Belgium by the German army. Prizes are offered for the best letter on 'Mice, the Mortal Foe of Men'. Mice clubs are organized in the public schools and October 6 to 12 is announced as National Anti-Mouse Week.

"At the proper moment the Mouse Trap Boys strike up at Station XDA, broadcasting ukelele programs."

#### Fisheries Merchandising

Although the fisheries industries have not gone to the extremes pictured by Merz in their methods of selling, modern competitive business has compelled executives to give careful attention to distributive practices which not long ago were considered of little importance.

Today there are four fundamentals in the process of distributing a product to the public: (1) a high-quality good, (2) wisely-selected packages, labels and brand names, (3) advertising to reach the consumer, and (4) adequate distributive facilities. The second of these factors, although of sufficient importance to spell the difference between success or

failure of many companies, frequently is not given the consideration that it merits.

"A. & H.," "A. & P.," "Advance," "Aero," "Ancon," "Arbutus," "Bicycle," "Bon Bon," "Battle Ax," "Boss"—these are a few brand names selected at random from the labels of northwest salmon packers. What considerations caused their adoption by the firms which place them upon their fish? How successful have they been in creating and sustaining desire in the minds of the public? Would consumer acceptance of these packs of salmon have been greater or less if sold under other labels?

#### Survey of the Subject

In order to obtain a clearer understanding of the importance of carefully-chosen brands, WCF questioned a number of executives associated with prominent fish-packing and fish-distributing institutions. Their immediate response and generous comment is indicative of the interest which they take in the subject.

"If a firm has a good pack and a well-known brand, it can almost ignore fluctuations in prices, economic troubles and falling-off in demand for the general product," states one well-known salmon canner. "We have found it three times easier to sell a label than a species of fish. If, for example, we were trying to sell sockeye salmon, many other canning firms would be competing with us, and the public, ignorant of wide differences in quality which exist, probably would buy on the basis of price, in which case it happens that we could not compete. But by selling our brand name instead of the kind of salmon, we take our product out of competition on a price basis. Con-

## Established

tomers soon learn to know that \*\*\* brand salmon always is good, and they are willing to pay more for it without knowing what kind of fish it is than they are for what may be the highest quality chinook or sockeye marketed under an unknown label."

#### Are Brand Names Vital?

"Undoubtedly the success or failure of a concern generally speaking can be measured by the amount of importance it has attached to its brands," states Samuel R. Hornstein, president of Coast Fishing Co., Wilmington, California. "Assuming that a company is sufficiently financed to specialize on its own labels, it undoubtedly is wiser to do so than to specialize on private label business."

"Most assuredly I think it is important that every packer have established brands and labels," declares Guy P. Halferty, president of G. P. Halferty & Co., Seattle, Washington. "Whenever a packer ships under buyer's or private label, he loses his identity." H. S. McGowan, president of P. J. McGowan & Sons, McGowan, Washington, agrees, declaring: "It is essential to have established labels."

"We do not believe that there is any question but that the possession of an established label or brand name is one of the biggest assets any firm can have," believes Wilbur F. Wood, president of Southern California Fish Corp., Terminal Island, California. "We question the advisability of confining operations to private label business in view of the fact that the identity of the packer is entirely lost and his business can be at any time taken from him on a price basis alone."

#### Packers Say They Are

Harry R. Beard, in charge of scientific research for New England Fish Co. and Canadian Fishing Co., Vancouver, B. C., says: "We believe that established labels and brand names are of very great importance. We specialize on our own labels to as great an extent as possible, although we also take private label business."

"We think it most important to have established labels or brand names," opines W. O. Lunde, secretary-treasurer of K. Hovden Co., Monterey, California.

"If a packer has a reputation for packing quality merchandise, has an attractive brand or label and has sufficient money to advertise it properly, we believe in establishing label or brand names," explains Harry J. Halfhill, president of Halfhill Packing Corp., Long Beach, California. "Otherwise, one label is about as good as another to the average consumer. It is much wiser to specialize on your own brands and forget private label business, for the reason that private label buyers are price buyers only."

Westgate Sea Products Co. found establishment of its own brand names of sufficient importance to change the policy of the firm, according to Wiley V. Ambrose, president. "This company was originally organized to sell to private label buyers," he relates. "We followed this course for a number of years, but gradually drifted into our own brands and the establishment thereof, and that is

# Brand Names Needed In Selling

our policy today. We do not feel that any manufacturer or canner can get very far without establishing and making well known its own brands."

## Selection of the Brand—

Since it is evident that selection and establishment of a brand name is an essential part of any successful canned fish merchandising program, the next step is to determine what constitutes a satisfactory name.

"Most of our brand names were selected by ourselves," says Beard of New England Fish Company. "The words 'Nefco' and 'Chillets' were furnished by our advertising agents, McCann Erickson, Inc. In regard to the word 'Belleanna' (used on canned salmon) "this word was coined by two of our directors many years ago when the Ketchikan plant of New England Fish Co. first was put into operation. These two directors, who at that time held the most important positions in the company, were casting about for a brand name for our frozen fish. One thought of calling it 'Belle' brand and the other 'Anna' brand because those were the names of their wives. Finally they compromised and added the two names together; that is how the word 'Belleanna' came into use."

"We are unable to state how our brand name, 'Blue Sea,' was selected, as we fell heir to it from a previous organization," declares Wood of Southern California. "The brand has been in existence and used on tuna since 1892. In the instance of 'Italia' brand tonno, the name was selected as one appealing particularly to the Italian trade, for whom this pack especially is produced."

## —Should Be Given—

"Selection of our present brands was given a good deal of careful study, and these names were not hastily adopted," according to H. S. McGowan. "Most of them were chosen a long time ago and

perhaps it would be difficult to analyze the process that finally resulted in their adoption. However, it was the subject of very careful consideration from all angles."

"We adopted the 'Cal-Prize' brand because we found almost every other name that came into our minds already registered," explains Halfhill. "As tuna is a California product and the prize canned fish, we thought the selection of 'Cal-Prize' quite satisfactory."

"Portola," the well-known Hovden brand for sardines and tuna, was taken from the name of the first governor of the state of California. Since the state packs almost all of the tuna, as pointed out above, it was believed that a historical California name was a wise choice.

## —Careful Consideration

"We select brand names for their significance and connection," avers Halferty of Seattle. "We try to take names that carry action, friendliness and enthusiasm. We feel that we have such a brand name in 'Show Boat'."

President Hornstein of Coast Fishing Co. states: "Some of our brand names were property of Coast Fishing Co. when I became associated with the firm 17 years ago. Others we have selected and still others we have acquired by assignments from other companies because we liked the trade names. Among these are 'Biltmore,' 'Lucky Strike' and several other labels which we have acquired during the past few years."

"The 'Mermaid Supreme' label was the property of Coast Fishing Co. from the beginning. However, we have changed this label several times and made improvements in designs and have tried to dress it up from time to time and keep it strictly modern. We have done this with all of our labels. In other words, labels get out of date just as do hats, shoes, wearing apparel, automobiles and houses."

In order to keep up with the times we revise our labels every few years, changing the copy and the wording. We think this is a very necessary thing to do."

## Opinion Varies—

Use of coined words on canned fish labels was considered desirable by some, while others saw no particular advantage in them.

"Coined words are necessary and their value is immeasurable because a coined word is significant and distinctive to one thing only," believes Samuel R. Hornstein. "Of course, to put a coined word over nationally there is no limit to the amount of money that can be spent. But when it once goes over, the owner of that coined word has practically a monopoly. Good examples are the words 'Vaseline,' 'Coca Cola' and 'Kodak'."

"We think a coined word or phrase is desirable, especially where advertising is carried on," agrees Wiley V. Ambrose, and Harry R. Beard says: "We use certain coined words, such as 'Chillets,' meaning chilled fillets, and 'Nefco' for New England Fish Company."

## —On Coined Words

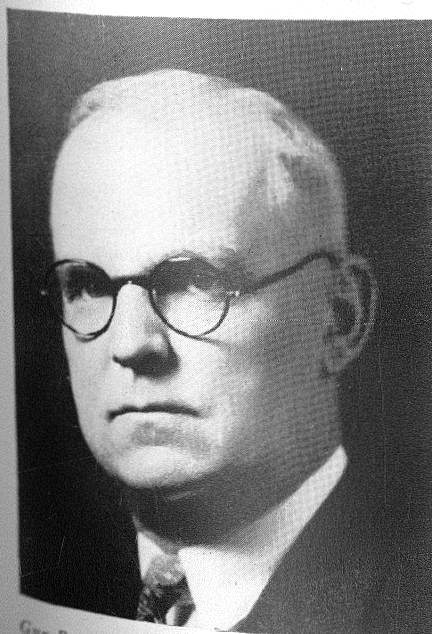
"The value of the use of coined words is more or less a matter of opinion," believes Wilbur F. Wood. "When such a coined word is well established it has its value the same as any established brand name."

"Generally, coined words are not successful unless there is strong, well-directed advertising back of them," thinks Guy P. Halferty.

Harry J. Halfhill explains: "It makes no difference whether a brand is made up of coined words or otherwise, if it is short and 'catchy' and is easily remembered by the buyer."

H. S. McGowan and W. O. Lunde expressed no preference either for or against words of this type.

(Continued on Page 49)



Guy P. Halferty, G. P. Halferty & Company  
Seattle



Harry J. Halfhill, Halfhill Packing  
Corporation, Long Beach



Samuel R. Hornstein, Coast Fishing Company  
Wilmington

# Propose Oregon Fish Tax Change

**O**REGON'S much-discussed five-cent tax on salmon, enforced through the state tagging law on fish caught during the closed period on gillnetting, still is causing concern to fresh fish shippers and fishermen of the Northwest. Oregon State Fish Commission is being faced with charges that the tag tax is not for protection of the industry but for revenue, and that actually it is likely to destroy an industry which in the past has meant considerable to the state.

Trollmen of Astoria, Oregon, met on March 29 to discuss the matter. Speakers pointed out that since trollers are the only salmon fishing craft in operation during periods in which tagging is compulsory, the legislation therefore is directed solely against them. The fee, five cents per fish, amounts to one-half cent per pound on the average, which, together with the one-half cent poundage fee, makes it necessary for fishermen to pay approximately one cent per pound tax on all fish caught. A committee composed of John Laity, Uno Sjoroos, Uno Unila and others was appointed to con-

fer with the commission on the subject.

Astoria Chamber of Commerce fisheries committee, of which F. Kankkonen is chairman, wired the commission on April 12 and urged that the tag fee be reduced from five cents to one cent. This also was urged by the trollmen delegation, which met with the commissioners in Portland on the same day. The stand was taken because legal advisors of the fishermen explained that the state fish commission was powerless to change a law which had been passed by the legislature, although it was believed to have the right to reduce the tax.

It was pointed out at the meeting that a number of trollmen had been forced to transfer their homes to Grays Harbor and other Washington ports, where no tags and no taxes are in effect. It is difficult at best, explained the delegation, to dispose of troll-caught salmon at a profit this season, and the combined poundage and tage fees make it even harder.

Chief argument in favor of the tagging law, which was passed last year by the

state legislature, was that it would tend to eliminate bootlegging of salmon during closed seasons. One practice against which it particularly was aimed was that of catching fish in Oregon, transporting it to Washington and then bringing it back into Oregon, thus escaping payment of the state tax. M. T. Hoy, master fish warden of Oregon, claims that the tag rule has almost completely stopped this illegal activity, and has saved the state close to \$6,000 in enforcement expenses. "Violations have been extremely rare," he said recently in a statement to the press, "and what violations there have been have involved only three or four fish in each case. There has been no wholesale dumping of bootleg fish on the fresh fish market this year."

The state fish commission has gone on record to the effect that no change will be made in the law or rate of taxation until a meeting has been held to give the matter thorough consideration. It is promised that this assembly will be called soon after the first of May, and not later than June 1.

## Packing Tuna In Japan

**S**OUTHERN CALIFORNIA fish cannery operators have been watching with interest plans announced by Japanese fisheries operators to develop the tuna-packing industry of that nation from a business of minor importance to one capable of producing several hundred thousand cases of fish annually. Supplies of fish seem adequate for such a development, the Oriental country has imported several cannery experts to direct its plants, and of late it is announced that capacity of the factories which last year produced only 26,600 cases, has been augmented so that they now have combined capacities of 200,000 cases.

Catches of tuna in Japan are large, according to H. B. Titus, assistant American trade commissioner in Tokio, Japan. A table of catches and exports for five years is as follows (Q. indicates quantity in kilograms and V. value in yen):

Year	Catch	Exports
1930—	Q. 20,796,251	3,750 tons
	V. 6,509,949	779,650 dollars
1929—	Q. 39,608,617	2,870 tons
	V. 14,184,411	772,000 dollars
1928—	Q. 28,734,015	2,064 tons
	V. 13,877,123	598,000 dollars
1927—	Q. 29,469,956	
	V. 14,949,157	
1926—	Q. 27,343,001	
	V. 14,451,035	

Exports of tuna for the year 1931 are estimated at 3,200 tons valued at \$560,000. This figure is given by Aquatic Products Bureau of the Department of Agriculture and Forestry. Ninety-five per cent of the tuna fish exported is longfin (albacore).

The following figures show the average catch of tuna by locality over a pe-

riod of years:

Kochi Prefecture .....	6,000 tons
Wakayama Prefecture ....	1,500 tons
Shidzuoka Prefecture ....	1,500 tons
Chiba Prefecture .....	1,500 tons
Iwate Prefecture .....	1,000 tons
Hokkaido, So. Coast .....	500 tons

Total .....12,000 tons

Due to the fact that much of the frozen tuna shipped to California during the past three years was of questionable quality and claims up to 23 per cent of the total shipment were made on various occasions, Japanese Bureau of Aquatic Products of Department of Agriculture and Forestry in December, 1930, organized a guild of fishing companies desiring to export frozen tuna for the purpose of improving the quality. The guild, known as Japanese Frozen Albacore Association, decided that for the current year not over 4,000 tons of frozen tuna would be shipped to the United States. The average export price has been \$175 cif. Pacific Coast per short ton.

The following table shows average prices for tuna. The prices are quoted per 10 kwan or 83 lbs.

Month	Value
January-February .....	12-15 yen
March-April-May .....	8-10 yen
June-July-August .....	6-8 yen
November-December .....	10-18 yen

The government estimates that up to 30 per cent of the total catch could be used in canning purposes, considering the location of fishing ports, refrigerating plants and canneries. It is stated that from the small tuna caught in the early spring 35 to 38 cases can be packed from a ton of fish. The medium-sized

tuna, which is caught in the late spring and early summer, makes 38 to 40 cases per ton and the large species taken in the late summer runs 40 to 45 cases per ton.

The following is a list of canneries prepared to engage in the canning of tuna in Japan:

Firm	Annual Capacity
Shimidzu Shokuhin K. K., Shimidzu Harbor, Shidzuoka Prefecture .....	cases 50,000
Goto Canning Co., Ltd., Shimidzu Harbor, Shidzuoka Prefecture....	cases 50,000
Neichi Canning Co., Aomori, Aomori Prefecture .....	cases 50,000
Takao Suisan Kwai (Takao Aquatic Society), Takao, Formosa....	cases 20,000

It is stated that under normal conditions Japan could produce 200,000 cases of canned tuna per year if a market could be found for this product. Of late, American firms have been making inquiries in Japan for canned tuna and it is reported that Nozawaya Shoten of Yokohama recently has made a shipment of 1,000 cases as a trial order to an American firm. This shipment was not labeled in Japan but was to be marked with the name of the importing firm after receipt in the United States. Pacific Trading Company reports that it has had numerous inquiries of late for canned tuna. It is said that Domoto, partner in North American Mercantile Co. of San Francisco, at present is on his way to Japan to investigate possibilities of obtaining satisfactory supplies of canned tuna from there.

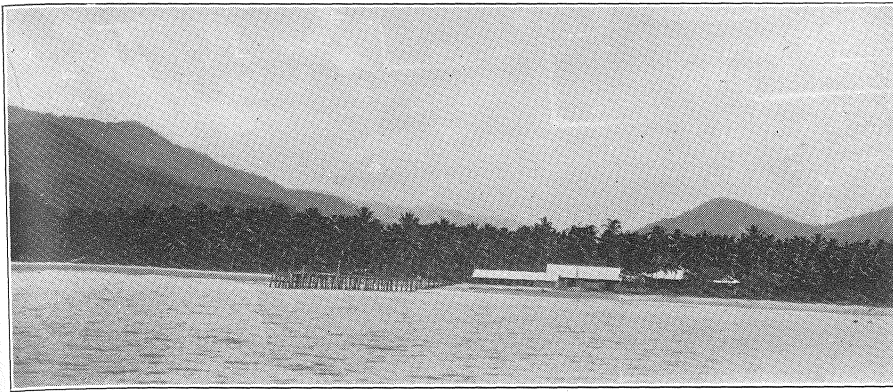
It is believed that exports to the United States for the current year will approximate several thousand cases.



# Philippine Fisheries Development

By G. T. PEABODY

President, Mindanao Trading Company



*Davao, Island of Mindanao, in the Sulu Archipelago of the Philippine Islands*

THE MONSOON has changed. For seven days the long swells have raced in from the Celebes Sea, past Cape St. Augustine, to dash against the shores of Quilapui Point and send strong currents racing into the upper reaches of the Gulf of Davao.

We have waited for hours for daylight. With Juan de la Cruz in his "vinta" we have lain moored to the strong bamboo poles of his fish corral off the Island of Samal, in order to see the catch of the night's run on the new monsoon. As he empties the traps we marvel at the variety and the brilliant color of the haul, but the exciting surprise of all is the number of fingerling tuna, baby albacore, the first we ever have seen. Perhaps here we have the solution of the mystery of the spawning grounds of this valuable migratory fish. A mystery which twenty years of research on the Pacific Coast has failed to solve.

With more than thirteen millions of people, for all of whom fish is the major article of diet, the Philippines, in the typhoon belt of the north, always suffers from a shortage of fresh fish. Millions of dollars worth of sardines from California and dried fish from Japan are imported each year to fill the demand.

In 1929 a group of American and Filipino business men and planters, at Davao, island of Mindanao, organized the Gulf Packers, Inc., to provide a continuous supply of fish products for their own plantations and stores. Davao—in fact all of Mindanao and the Sulu Archipelago—is outside the typhoon belt, and therefore furnishes ideal fishing weather twelve months of the year.

Three problems faced these pioneers in organized fishing. If they were to build a major industry in the Philippine Islands, they had to determine:

1. The location of major fishing banks. This required independent investigation, for native fishermen never venture more than a few miles from shore, and the U. S. Bureau of Fisheries never has had sufficient funds to undertake such exploration work.

2. Preservation of the catch in forms best suited to the Philippine market.

3. Transportation from the southern islands to the great population centers in the north.

Captain Thos. J. Keeney, who for 15 years had experimented in the de-hydra-

tion of food products, and who has long been associated with the fishing interests of the Pacific Coast, was in the Philippines at this time installing drying plants on some of the larger coconut plantations. Keeney was called into consultation by the organizers of the company, was placed in charge of their investigations, and soon commenced research work in preservation and in marketing. A portable dryer was built, necessary modern equipment purchased in the United States, and two years were spent in locating and fishing extensive banks which had been unknown until this time.

The fish which were caught were cured and sent to various markets to determine what varieties were best adapted to the Island trade.

The results of this two-year study form an enlightening picture of the fisheries of the Philippine Islands. Probably of greatest interest to Californians is the discovery that albacore or "white-meat tuna," which disappeared from the West Coast in 1926 and never returned, were found in great quantities. In the Philippines the species is not migratory, but is to be had

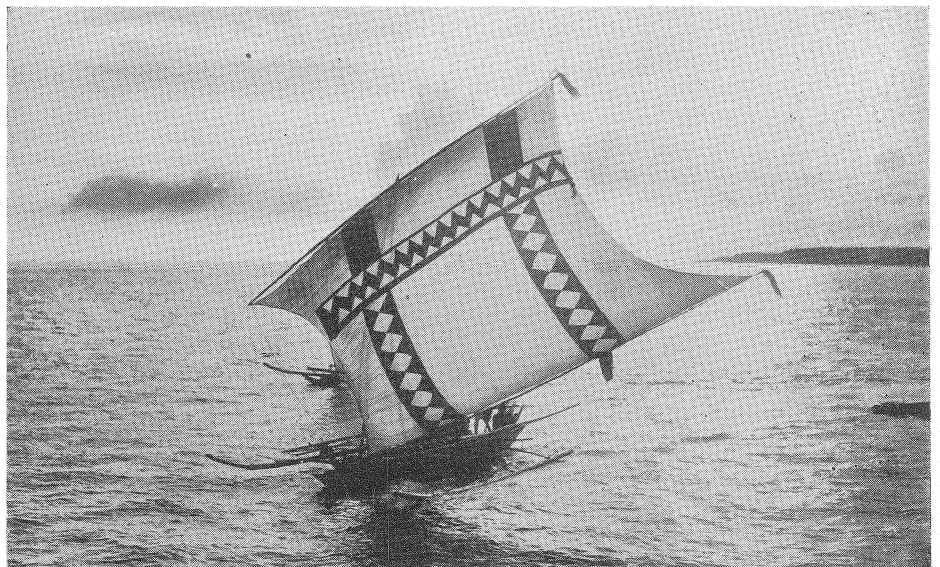
at all seasons. The schools only shift from one side of the islands to the other with the change in the Monsoon or prevailing winds. Albacore caught in the Visayas frequently are found heavy with roe. Others taken later in the Celebes Sea recently have spawned, and fingerlings captured in fish corrals in the shoal waters of the Gulf seem definitely to establish the fact that the tuna, whose annual migration along the Pacific Coast seems to start from the Galapagos, make the long trip across the South Pacific to spawn somewhere in the Celebes Sea. Therefore the nearness of these spawning grounds would guarantee to the Philippine Islands a perpetual supply of this most valuable of tunas.

In connection with the U. S. Bureau of Fisheries it was established that there were more than two hundred varieties of edible fish to be had in commercial quantities and that the Islands could boast more than ten per cent of all varieties of fish known in the world.

About 40 kinds of shark were caught, most of them good for food. Eight kinds of anchovies were found in the great schools which run along the shores of the islands, and tests made by the Bureau of Fisheries have shown their flesh to be firm and suitable for preservation in spices or oil, as pickles or as anchovy paste.

Every reef was found to abound in trepang or beche de mer; squid and cuttle fish were found in great quantity; shrimp were discovered schooling around the mouth of all the larger rivers of Mindanao.

The dehydrator used by the Gulf Packers is unique in that it operates with a minimum of fuel, which costs nothing, and in that it dries, not by direct application of heat, but by the creation of vacuum. With a four-unit plant, and working one unit of the four on drying



*Joloano Vinta, or fast-sailing fishing craft, used by natives of the Sulu Archipelago*

cocoanuts, enough waste in the form of shells and husks is produced to fire the other three units. Thus, one profitable operation furnishes free fuel for the balance of the plant. By this process trepang, squid and other fishes are dried without salt, making a perfect product, clean, sanitary and with extraordinary keeping qualities.

Fishermen in this district are recruited from among the Joloanse Moro, once—not too many years ago!—the pirates of the south seas, but, above all, watermen, born aboard their broad-sailed vintas and spending their lives on the seas. More than one hundred thousand of these people inhabit the Sulu Archipelago. They have no ambition other than to fish, their wants are few, they are keenly antagonistic to the invasion of their waters by foreign fishermen, but they furnish to the man who can handle them an absolute guarantee of an abundance of fish at reasonable prices for many years to come.

Among the organizers and officers of Gulf Packers, Inc., are several prominent Filipino officials and business men, a number of Americans who have participated in every major development in the Islands since American occupation, and two of the principal Chinese merchants of the Archipelago, Hao Hu Yu and P. Eng Tiong. N. H. Duckworth, president of Gulf Packers, went to the

Philippines as an expert in the Department of Agriculture, but like all good men, before long was induced by a private corporation, the International Harvester Company, to take charge of the development of its large plantation project at Medaun on the Gulf of Davao.

While Duckworth, as directing head of Gulf Packers, Inc., has been active in its investigations, the man really responsible for this major development in the islands was Frank Paschall, whom old-timers on the West Coast will remember as one-time cabin boy aboard the old "City of Long Beach." Later, a tuna fisherman out of San Pedro, he had a desire to see what was beyond the horizon, and in 1917 landed in Manila as Port Captain for Pacific Commercial Company. While in charge of its fleet he visited every part of the Philippine Archipelago, and, good tuna fisherman that he was, kept a record of fish, where, what and when. With the advance of the Port of Davao to the second in importance in the Islands, Paschall was made manager for Luzon Stevedoring Company at that port and almost immediately commenced to plan on the development of the fisheries to which he had given so much study while operating the trading fleet of Pacific Commercial Company. It was just at this psychological time that Captain Tom Keeney, his old Master and later side-kick in the tuna game,

came north from Australia. The balance is history.

For the first time, with the exception of the Japanese fleet operating around Manila, the fishing industry is to be put on a substantial basis. Some modern equipment is being adapted to native needs and ability. Quantity production is being built up, not by intensive fishing with hundred-thousand-dollar boats, but with a hundred thousand fishermen aboard hundred-dollar boats.

With installation of modern refrigeration in the Inter-Island boats it soon will be possible to ship fresh fish direct to the Manila market which consumes 20,000,000 pesos worth of fish annually, and which is dependent at the present time upon "bongos" raised in ponds, for its supply during the typhoon season.

During the coming season the activities of the Company will be extended to the drying of shrimp, trepang, squid and shark fins, and the preparation of shark skins for the American market. Patriots see in the activities of Gulf Packers, Inc., one of the greatest steps toward economic independence for the Islands. The protection and development of the second most important source of food will be placed in the hands of Americans and Filipinos whose first interest is to see the economic growth of the Islands proceed along sane and substantial lines, permanent in character as well as profitable to the financial interests behind it.

## Confusion in Fish Names

By W. L. SCOFIELD

*Director, California State Fisheries Laboratory*

WE NEED NAMES for things so we can be sure which of them we are talking about. It is a convenience to be able to tell other people where you live by giving the name of the town and the name of the street. If there were no name or number on a fishing boat, you would have to describe it each time you talked about it or other people would not know which boat you meant. The mixup comes in when two or more fishing boats have the same name. There is more confusion when two or three fishes have the same name and worse confusion when one fish has two or three different names.

The trouble started back in Europe when the people of each country had different names for fishes. On the Atlantic coast of America, the early fishermen gave their old European names to the new fishes they found in the new country. When they came to California they found entirely different fishes, but it was easier to give them the same old designations rather than invent new and different ones. Such words as cod, bass, sole and perch were used over and over again for new fishes found on this coast and as a result there soon was such a mixup in California fishes that no one could be sure what fish was meant by any of the names. There were price disputes, because the fishermen and the dealer were talking about two different fish but using the same title. Wholesale and retail trade were handicapped because of uncertainty upon this subject. Blue cod in Monterey meant one fish and an entirely different one in San Francisco.

A tall, red-headed man may be called Slim, Red, Charley, and Chick as nicknames, but so long as his birth certificate and the county records list his correct

name as Charles Evans Brown he is not apt to get mixed up with all the other Charleys, Reds and Slims. He must have an official name if he expects any one to keep track of him and do any business with him. His banker will not pay on a check signed "Charley" and the postman will not deliver a letter addressed to "Red."

California Division of Fish and Game has stabilized names of fishes by adopting an official list for commercial species occurring in this state. Naturally, no official listing is duplicated and used for two different fishes. In order to help fishermen, dealers, retailers, consumers, and to simplify shipping of fish between dealers in different regions, the Bureau of Commercial Fisheries issued a handbook of fishes (Fish Bulletin No. 28) for free distribution to any one interested in knowing official common names being used in this state. This bulletin has photographs and brief descriptions to help you tell the difference between two fishes that look alike. A copy of this publication will be mailed to you if you write to California State Fisheries Laboratory, Terminal Island, California.

Not all the confusion as to names of fishes has been straightened out, because in a few cases some of the men in the trade still cling to a nickname used in their small locality and fail to realize that their local word is unknown or confusing in other parts of the state. A good example of this is the misuse of the name "Spanish mackerel" when referring to our common Pacific mackerel found all along our coast. There is a true Spanish mackerel imported from Mexico, but it is very different from our local species. Another fish, related to the yellowtail of Southern California, is not a mackerel at all but

the name "horse mackerel" has become firmly established by common usage throughout California and for this reason the misnomer has been retained as the official common appellation of this yellowtail-like fish.

The true yellowtail is recognized to be a splendid sport and food fish of southern waters. A few dealers at Monterey have caused confusion in the larger wholesale markets by misusing the name yellowtail and applying it to a spiny rockfish which does not even remotely resemble the true yellowtail.

Northern halibut of the north Pacific have been well known throughout America for many years and in this fishery the small fish are called "chicken halibut." In the southern half of California an entirely different flatfish has become known as "California halibut," but a few of the dealers have needlessly hampered their sales by calling the southern or California species a chicken halibut.

In northern California the attractive name of "sea trout" is established for a speckled fish of the greenling family which includes the Pacific cultus or so-called cultus cod. In southern California, the young of the white bass often are mis-called sea trout. Other croakers brought up from Mexico have been called "sea trout" because they are speckled. If every speckled or spotted fish came to be called sea trout, the buyer would stop ordering because he would not know what he might receive, even though he did not object to paying white sea bass prices for leopard shark. So long as fish is to be sold on the market, the correct name should be used so that the buyer will not be taking a gambler's chance on the fish for which he is paying.

# FISHY and OTHERWISE

**A. C. SHOUP** on April 1 retired after 32 years of service with Linen Thread Co., manufacturers of "Gold Medal" cotton netting, according to Kenneth McLaughlin, Southern California marine sales representative of the organization.

Linen Thread Co. products are distributed in California by Cincotta Brothers, San Francisco; Marine Hardware Co., San Pedro; McCaffrey Co., San Diego.

\* \* \*

**CHARLIE WONG**, cook at the Kasaan (Alaska) cannery of Northwestern Fisheries Co., subsidiary of Booth Fisheries Co. of Chicago, caused considerable flurry on the northwest coast when he disappeared from his post in the packing plant kitchen during the first half of April. The woe felt by friends and patrons upon being deprived of their customary flapjacks became real alarm when Charlie's skiff was found adrift and empty not far off. Amateur radio station K7AAC at Quadra, Alaska, broadcast an appeal for help, requesting that the United States Coast Guard find the cannery chef and return him to his empty-stomached clientele.

The message was picked up by Edward Lloyd, amateur radio station W7AIE at Moran, Washington, and relayed by telephone to coast guard headquarters at Seattle. Not long afterwards a damp but happy Charlie Wong was discovered some 20 miles from Kasaan and returned to the cannery. Next day's flapjacks were reported as being up to par.

\* \* \*

**JOHN SPENCER**, of California Commercial Fisheries Bureau, San Francisco, traveled to Los Angeles on April 5 to attend the April 7 Southern California Council meeting of California State Chamber of Commerce. Spencer is member of Committee of Conservation, sub-committee of Recreation and Park Development. His interest is that of pollution—especially pollution of recreational streams and public beaches. Famous as a man who has the valor with which to execute his convictions, Spencer's courteous but positive insistence that law and the public interest be respected has produced large benefits to the people of the State; he is a highly effective officer.

\* \* \*

**BILLY MAGGIO**, San Pedro manager of C. J. Hendry Company, gazed pensively into the crystal sphere last week and viewed therein many things: "I predict," said Maggio, "that this summer the bluefin schools will run close to shore off La Jolla and Oceanside—just as they used to do a few years ago. All these tunas appear and disappear in regular cycles, and it now is about time for the bluefin tuna to show up in the way they did eight or 10 years ago."

\* \* \*

**BATTISTA FALCONE**, old-time small-boat fisherman of San Pedro, late in March got out his flying-fish nets, for which gear he is famous. During the next three weeks he arrived at the San Pedro market wharf every morning with a night's catch of flying-fish. "Estos voladores son muy buenos para comer," says Battista, who speaks English, Spanish and Genoese with equal fluency, "but for me, well, I eat smelt!" It is understood that most of the flying-fish catch goes to Japanese buyers, who hold the species in high esteem. The whole-sale price to Capt. Falcone held firm at three cents until April 20, when he was offered only two cents for a 700-pound fare. "I think I am for sea-bass now," opined the skipper of the original "Amelia".

**HENRY MIYA**, employed by Central Fish Co., fresh fish firm of San Pedro, California, lost \$18.10 when someone "borrowed" a pocket-book from his clothing while he was working at the municipal fresh fish wharf.

\* \* \*

**DAVE CAMPBELL**, master of Campbell Machine Works, states that his firm recently laid down the keel for a 55-foot cruiser yacht which will be built by the Campbell stand-by crew during times when their services are not required by work in the yard. Dave says that there seems to be considerable public demand for pleasure craft of this class and size.

\* \* \*

**JOHNNY GHIO**, People's Fish Company, says life in San Diego would be a song if only sales throughout the week were as good as those registered on Thursday and Friday. "We waste too much time playing poker, instead of popularizing our product," opines the active merchant. "Business just doesn't come to anybody any more—we are going to fight for it if we get any, otherwise the meat dealers and food distributors will get the customer's money before he happens to think of us."

\* \* \*

**AL LARSON** showed up at his Fish Harbor shop on May 3, wearing a toothbrush stubble on his chin and a high-altitude tan gained in the High Sierras while in pursuit of trout on the day of the season's opening. He and Tom Smith of Wilmington Boat Works, and Edgar Holland of Marine Hardware, drove 340 miles into Owen's Valley and then hiked in a few miles farther than the car could go. Al knows the country, for he goes up there every year, and so he got his limit every day. On Monday, second day of the season, all three men went far up the stream and all of them caught a legal limit, so came home satisfied. Al says that in all the 15 years that he has been going into the High Sierras for the opening he never has seen such quantities of snow as still lie packed on the tall ridges.

\* \* \*

**W. P. MILLS**, manager of Sitka Cold Storage, age, Sitka, Alaska, journeyed south to Seattle late in March on business.

\* \* \*

**EDWARD G. McDOUGALL**, president and general manager of Libby, McNeill & Libby, visited the West Coast during March. Among other stops, he visited W. A. Gellersen, vice-president in charge of Pacific Coast operations. Libby, McNeill & Libby, in addition to large live-stock interests, engages in the salmon-packing industry.

\* \* \*

**JOHN N. VITALICH**, owner of Chesapeake Fish Company, journeyed from San Diego to San Francisco and return during the final week-end of April.

\* \* \*

**CAPT. JOHN B. FALCONE**, master of the new "Amelia", has taken the vessel out of commission as flounder-dragger and outfitted it with bait-tank and sundry special accommodations so as to adapt it to carrying angling parties. The young skipper already has had experience and success along this line, for a year ago he took a party of Hollywood motion picture photographers into the Mar de Cortez aboard the able little diesel craft. Afterward he refused what to others might have been an attractive offer to enter motion picture work, but Johnny said he just couldn't think of playing hero all the time, and having to embrace all those Hollywood beauties every time he saved their lives in the roaring deep, or "fit fer their honor" as every movie-male must do.

**ANGELO LUCIDO** was given a farewell party at the home of Pietro Ferrante, Monterey fish packer, on the evening of March 19. Lucido at that time was completing plans for a trip to Mediterranean lands. Since both he and Ferrante are executives of San Carlos Canning Co., separation of the two was an event calling for observance.

Five days afterward, on March 24, Lucido left Monterey by automobile, it being his purpose to drive to New York City, from which point he was to take ship to his native port of Palermo, Island of Sicily. Subsequent to visiting relatives and old acquaintances there, he will proceed to Italy proper, where he will tour Genoa, Naples and Rome before returning to California. Lucido has been in poor health for many months, and physicians have believed that a complete change of environment would improve his condition and re-establish his former vigor. The canner expects to be in Monterey again in time to witness the recommencement of sardine packing when the season opens next August 1.

\* \* \*

**W. P. STUDDERT**, Alaska Pacific Salmon Corp. superintendent, reached his firm's plant at Unga, Alaska, during the early part of April, making the last part of the trip aboard the tender "Beryl E." With him were several mechanics and others who will form part of the crew of the cannery during 1932.

\* \* \*

**ALEX PALADINI**, president of A. Paladini, Inc., San Francisco, California, visited his Eureka branch during early April. While in the northwest corner of the state he spent much of his time conferring with William Lacey, in charge of Eureka operations.

\* \* \*

**NORMAN GLOVER**, serving on the pile-driving equipment of Merritt-Chapman & Scott Corp., San Pedro, California, suffered concussion of the brain and a scalp laceration while working on the new Fish Harbor (Terminal Island) breakwater on April 3. He was taken to a Long Beach hospital.

\* \* \*

**KARL THEILE**, operator of Diamond K. Packing Co., Wrangell, Alaska, traveled to Seattle during early April on business.

\* \* \*

**MM. & MRS. W. F. SCHLOTHAN** arrived in Ketchikan, Alaska, from Seattle, Washington, late in March. Schlothan is associated with Beegle Packing Co. and Northern Machine Works.

\* \* \*

**RYOSUKE SAKINO**, abalone diver of Monterey, inhabits a home that might well be the envy of any American fisherman. His cottage is furnished tastily with well-chosen rugs and tapestries, the living room having a handsome center-table, upright grand piano, comfortable upholstered chairs, and various musical instruments conveniently about. Like all Japanese domiciles, it is spotlessly clean, and to the atmosphere of repose and domestic harmony is added the color and fragrance of numerous potted plants, ferns, and flowering lilies. The peace of his handsome little home must be a great solace to a man who spends his days walking in leaden shoes among the rocks and kelp of the dimly-lit ocean shore where actopus appraisingly lay hold of his rubber-suited legs, and where 100-pound "blue-heads" swim inquiringly before him, to peer in awe at the eyes which stare in return through the plate glass window of the diver's helmet.

MELVIN DAVIS, branch manager for Standard Fisheries of San Francisco at the firm's Eureka plant, journeyed south to headquarters late in April for a conference on business matters with Albert Tofanelli and Joseph Chicca.

JACK HAZELTON, skipper of the salmon fishing craft "Oh Yeah", escaped with his life during March only after a long battle with the elements. Hazelton left Pearl Harbor for Prince Rupert, B. C., to secure provisions. Enroute he ran into a heavy gale and rainstorm, losing the propellor of his 28-footer. After drifting about for some time, he finally was cast ashore on an island in Wales Passage, where the boat was completely wrecked. Fortunately the man was rescued by "Viola", American halibut schooner, but suffered severely from exposure for some time thereafter.

W. L. THOMPSON, president of Columbia River Packers Association; Edward W. Thompson, vice-president of the same organization; Leonard B. Ryan, secretary-treasurer of Diesel Filter Co. (Astoria); Carl Moberg, former president of Union Fishermen's Cooperative Packing Co. are among those occupying the political spotlight in Oregon these days. These men are being proposed for various local and national duties.

CAPT. MARIANO CRIVELLO, skipper of the tunacruiser "Europa," wirelessed to San Diego on Sunday, April 17, saying he was en route to Cerros Island, almost out of oil, and to send some down to him. Carl Bruington, of Star & Crescent Oil Company, San Diego distributors of Associated products, made a quick canvass of the waterfront, found out that no tunacruiser was then preparing to go south, so called the tug "Cuyamaca" back from sea and sent her south with extra oil for "Europa". Capt. John Monise, skipper of "Cuyamaca", had been gone a day when Crivello wirelessed again saying he was just leaving Cabo San Lucas and would reach Cerros on Tuesday. Bruington knew that Monise would arrive two days earlier than that, and feared he would turn back. At exactly noon on Monday a message came in from "Atlantic", saying he was standing by "Cuyamaca" at Cerros, what to do, and to answer quick. Bruington happened to be in the office, wirelessed back to proceed to Turtle Bay and wait there, and at the same time notified "Europa" of change in plans. Thus everything happened to work out well, and the ships came home Friday.

GEORGE HECHER of Booth Fisheries, Chicago, Illinois, was in California during April calling on the trade. His trip, which required approximately two weeks, is an annual event.

ROBERT GOSSE and J. Field Strang, executives of British Columbia salmon canning interests, left Vancouver during early April for a trip to Prince Rupert and the Skeena River region. They returned to Vancouver after a few days in the northern part of the province.

SALVATORE CARDINALE of Monterey, California, recently was host to a number of friends and business acquaintances whose names are familiar to all engaged in the fisheries industries of that port. The occasion was a mammoth barbecue at which a steer, several kinds of fish, abalone and other delicacies were served. Among those present were Mr. and Mrs. Ed B. Gross of E. B. Gross Canning Co.; W. A. Oyer and E. E. Littlefield, Custom House Packing Corp.; A. Brucia, president of Sons of Italy; Julian G. Burnette, president of Monterey Canning Company.

CAPT. WILLIAM LIPPINCOTT of California Commercial Fisheries Bureau, who for three years has been stationed at Eureka, has been given recognition for his work through transfer to San Rafael. William Harp, formerly deputy warden, has become captain of the Northern California squad as a result of the change.

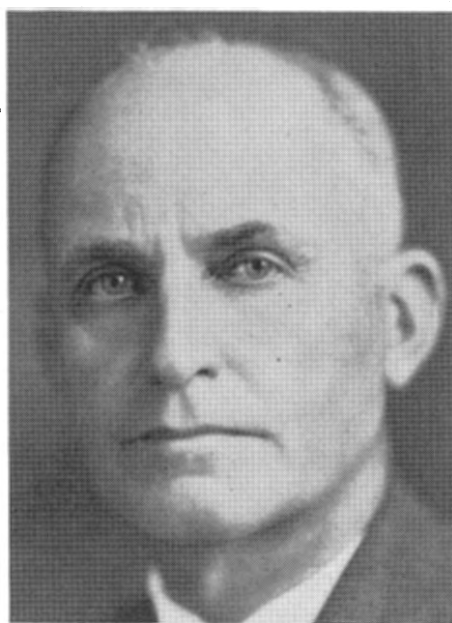
(Continued on Page 50)

## Fishery

"OAKY" HALL they call him—"Oakley" Hall, the busiest man in San Diego." And in terse description of him some will say: "He's into everything that has money in it—is on the go from morning till night—they say 900 men are on the payrolls of the companies with which he is connected! Besides that, he's a great fellow to know."

Capt. Oakley J. Hall is a maritime businessman. By inclination, experience, and inheritance he is sea-going and ocean-minded. Born in the seaport of Seattle, he grew up in an environment of ships and shipping, for his step-father, Captain Creswell, was an old steamboat man who had a launch and barge business on Puget Sound. When Hall still was a youth, Captain Creswell came to San Diego where he started up a bay-ferry business. In 1894 he commissioned the steel launch "Hercules" in the San Diego-Fort Rosecrans-La Playa-El Coronado run. The hull was a home-made metal affair measuring 36x6x3, built by amateurs at Sacramento, had a case-knife bow, and was cranky as a kyak. It had been brought to San Diego by Jack Cantlin, chief pressman of the San Diego Sun, who was famous for instigating the old-time water carnivals and night parades. When bought by Creswell it became the first transportation on the bay subsequent to the old steam ferry "Roseville" which had discontinued service long before. "Hercules" had in it one of the first Hercules marine engines ever built, and after the vessel rusted out and was removed from service, the 2-cylinder 10-hp. engine was put into Jack Terrell's 32-foot fishing sloop "Pauline," which thereby became the first power-driven fishing craft at San Diego.

Business improved, and presently the wooden "Point Loma," 36x8, and "Fortuna," 50x12, were added to the line, and from 1902 until the street car tracks were extended to Point Loma (about 1912)



Capt. Oakley J. Hall

both launches operated as ferries on regular schedule, meanwhile carrying back and forth the government men and supplies during the construction of Fort Rosecrans. It was during this period—in 1908—that Oakley Hall became master of "Fortuna," and during four years he skippered the craft continuously in regular ferry service and in venturesome expeditionings down the Baja California coast.

In 1908 Captain Creswell bought Star Boathouse, which had a rowboat and sailboat business at the foot of Market Street. He and Hall built up the enterprise on a pleasure boat and lighterage basis until it attained large proportions, and then, in 1915, they acquired Crescent Boat Company. Combining the two, they did a tremendous excursion business during the summer of the San Diego Exposition, in 1915. Thereafter things happened rapidly, for Hall was becoming a grown man.

## Leaders

In 1919 Hall had assumed charge of the affairs of the firm, and in that year purchased San Diego Marine Construction Company from Clem Stone, who had just acquired it from Joe Fellers at the time that the latter moved to San Pedro. The gasoline tug "Creswell" then was under construction in the yard, it having been ordered by Hall before he conceived the idea of buying the plant. "Creswell" was commissioned with a 4-cylinder 135-hp. gasoline engine and was the largest such tractor at San Diego. A year later it was purchased by Hercules Powder Company for maneuvering kelp-harvesters and barges.

In 1923 Captain Hall organized Star & Crescent Oil Company, which became San Diego distributors for Associated Oil Products and provided bunkering facilities for all sorts of ships. As additional lines, this firm distributes Exide storage batteries and Seiberling automobile tires.

In 1926 Captain Hall discerned opportunities for developing coastwise towing business, so built "Palomar," the famous diesel tug that had three Fairbanks-Morse 240-hp. engines purchased for it before one finally was installed. In 1929 an additional and larger unit was added when "Bergen" was purchased and converted into the towboat "Cuyamaca."

At the present time Capt. Oakley J. Hall is head of Star & Crescent Boat Company, Star & Crescent Oil Company, and San Diego Marine Construction Company; he is general agent for Los Angeles Steamship Company, director of First National Bank of San Diego, director of San Diego Chamber of Commerce, and interested in at least a half dozen other enterprises. All fishermen know him from the circumstance that he owns a large shipyard and repair ways, is a builder of fine tunacruisers, provides fishing craft with fuelling service, and has at the disposal of the tuna fleet two large and capable tugs and salvors—"Palomar" and "Cuyamaca."



# CANNERS

## Tuna Production Declines

FOUR THOUSAND TONS of tuna, approximately, have been landed in San Pedro and San Diego since the settlement of the so-called tunamen's strike in March. Of this amount, receipts have been about equally divided between the two ports named, and every cannery in the business has received fares with which to satisfy unfilled orders that had accumulated during the long period of no production.

"We had been out of fish five months," states Eugene Giacomino, head of Italian Food Products of Long Beach. "Our last cargo was received in December, and we had little left by the time this new spring fish commenced coming in. It would have been much worse for us except for the circumstance that the Italian people in America have been seriously injured by the present hard times, and with their buying power greatly reduced they have ordered tonno in small lots, instead of in large amounts, as formerly. Even at that they are buying only the smallest sized cans—very few half-pound tins of tonno now are in demand."

Previous to the reconciliation of canners and fishermen, practically all stocks of the more inexpensive grades of tuna had been exhausted. Still, the manufacturers were not in an especially weak position, for it was conceded that any quantity of fish could be procured any day that boats might be sent out. As if in demonstration of this principle several vessels were commissioned in defiance of the supposed "strike", and sent to sea. When these ships returned to port after 30- or 40-day trips, and not one discharged enough fish to meet the grub bill, apprehension was felt by most packers lest they permit their stocks to be wholly spent and then discover that no more fish could be gotten for a month or two or three. There can be little doubt that the lack of success which characterized the first prospecting trips of non-union crews and vessels had a bearing upon the settlement of difficulties which took place soon thereafter.

Within about a week after a compromise agreement had been reached, 50 cruisers left port for southern banks, and shortly afterward a considerable purse-seine flotilla likewise cruised southward. It happened that Capt. Nicola Mosich had made an early departure in his famous schooner, "Oakland", and almost immediately had found fish. Other purse-seiners followed the lead of "Oakland", and presently a whole series of yellowfin schools arrived in San Pedro from widely separated points. Gradually, however, it became known that most abundant schools could be encountered in the vicinity of Cabo San Lucas, and concentration of craft at that point quickly resulted. Yellowfin were schooling everywhere in the mouth of the Mar de Cortez, but the blue-bait tunacruisers cast out their lures

without effect, for the tuna would not bite. It seemed that the yellowfin were satiated with food, and men returning from the grounds insisted that the fish were fully fed on shrimps, which at this season of year are said to leave the esteros along the Mexican shore and sally out to sea in vast shoals. It was these that the tuna had been eating, according to the live-bait men, and consequently could not be coaxed into taking a hook. However, the lethargy of the tuna proved a great advantage to the purse-seiners, for the fish seemed lazy, they travelled slowly, and it was a simple thing to surround a basking school with a seine. It happened, therefore, that practically all of the first catches were made by seiners, and live-bait craft scattered to all the ocean rocks, or migrated southward toward Cocos Island and the Galapagos in quest of schools that were hungry. But little better fortune awaited them on the equatorial grounds, for many returning ships have reported exceeding difficulty in chumming up the schools anywhere.

Yellowfin seining was proceeding at rapid rate, and all San Pedro canneries which wanted fish were operating regular shifts, when Capt. Nicola Mosich surprised the waterfront by bringing in the first 35,000-pound load of bluefin tuna in the seiner "Oakland". This event naturally would tend to shift attention toward the Guadalupe Island banks, but along-shore seining was continuing so satisfactory that the fleet continued plying to the Cape. Landings at San Pedro reached a maximum on April 22 and 23, when several hundred tons arrived in rapid succession. All of these boats had battled their way northward against the gale that had just blown itself out, and some had experienced a trying time of it because of being so heavily loaded that they took the seas aboard.

Subsequent to the big blow all kinds of fish disappeared. Vessels returning from Cabo San Lucas reported that tuna were not showing on the surface, that the water had become muddy, and that almost no boats were getting anything worth mentioning. This condition was extant at the beginning of May, when production was low on every bank and ground known to the boatmen.

Very serious handicap has been experienced by live-boat craft all during the last eight weeks, for supplies of live bait have been unprecedentedly low at San Quintin, in Magdalena Bay and in Almeas Bay. WEST COAST FISHERIES called attention to the inevitable coming of this circumstances by making it the subject of a special feature article in its 1930-1931 De Luxe Reference Number. The need for a study of the problem becomes more acute every month that passes, and there now are many fishermen who are free to predict that unless better sources of bait supply are

found, a new method of fishing will have to be evolved.

The single most salient event of the spring tuna season was the departure of the cruiser "Mayflower" to prospect the mid-Pacific banks around Hawaii, Palmyra, and Christmas. Dave Campbell, an owner of the vessel, states that by telegraphic report from the master he is informed that the ship has worked around Christmas and Palmyra without much success. Great quantities of tuna have been seen, but they, like the fish off Mexico and Central America at the present time, refuse to take a hook. Since the ship still has 10 tons of its original supply of 15 tons of live bait, Campbell predicts that it will return at least once more, and make a second complete circuit of the archipelago. The reports tell that considerable catches of exceptionally large skipjack already have been made, that the vessel is now proceeding toward Oahu (where is Honolulu), and that to date no albacore have been taken. "Mayflower" was seriously delayed in making its start for the islands, having been compelled to lie 15 days in Magdalena Bay before finally being able to seine up enough bait to fill her tanks. Another ship which suffered in like manner—although not to the same extent—was the San Pedro cruiser "Olympic", which lay in the bay eight days before being able to proceed toward the equatorial areas which are her accustomed haunt.

For the immediate future, it is conceded by all boatmen that the purse-seine season at Cabo San Lucas is practically at an end for this spring. Probably most of the netting craft will presently abandon the area to come farther northward in anticipation of the local bluefin run. Mexican fisheries authorities declare that Guadalupe Island is closed to commercial fishing, that it is a fish and game sanctuary, that ever since Mexico and the United States entered into a treaty concerning the matter in 1918 the island has been under protection as a refuge for the elephant seals and white seals which are known to exist there. Commissioner Tena of San Diego declares that at no time since 1918 has Mexico ever authorized the issuance of fishing permits at Guadalupe, that none are procurable now, and that the waters must be considered as closed indefinitely to purse-seiners or to anyone else who contemplates going there for purposes of exploiting the wild life for profit. It would appear, therefore, that this year's catch of bluefin tuna will have to be made on the high seas, or in territorial waters of the United States. May is the month in which first catches should be made, and since Capt. Mosich brought in the first fare more than a month ago, perhaps there will soon be production of the "leaping tuna" of San Pedro coastal waters.

**EXPORT FIBREBOARD** Case Association, whose headquarters are in San Francisco, is using moving pictures to educate European and United Kingdom markets in the use of fibreboard shipping cases. Two thousand feet of film has been made, scenes having been made in canneries, packing houses, warehouses and along the waterfront at various American ports. EFCA representatives

hereafter will carry portable projectors which will enable them to show the pictures anywhere and at any time, provided that electricity is available. Since no screens or other equipment is needed, the "movies" may be shown in offices or in any other localities where they may be needed as supplements to interviews being conducted by EFCA agents.

In addition to its headquarters at 155

Montgomery Street, San Francisco, Export Fibreboard Case Association maintains offices at 422 Smith Tower, Seattle (Lee F. Root, district manager), and Wilmington, California (D. M. Hoff, manager).

**THE UNITED STATES** quota of canned fish other than sardines which may be imported into France has been increased from 18,500 metric quintals to 22,200. This ruling concerns shippers of salmon and pilchards (strangely enough, France considers the California and British Columbia sardine a pilchard, although the scientific name—*Sardina coerulea*—should be sufficient indication of its true nomenclature), especially the latter, since preferential rates accorded Canada have discouraged American shipments of salmon.

The change in quota apparently was made on the basis of imports of United States canned fish, other than sardines, from January 1, 1930, to September 30, 1931, during which time the American total amounted to 34.7 per cent of the whole.

At the same time, the tariff on canned fish was increased from 42.5 minimum to 75 francs and from 85 maximum to 300 francs. Imports from the United States at present are subject to the maximum rate, but the contention is made that this upward revision in tariff violated the principles involved in the *modus vivendi* of 1927, which implied that the former maximum or new minimum (which ever was the higher) would apply to imports from the United States. In accordance with this principle, the *modus vivendi* rate would be the former maximum, 85 francs per 100 kilograms.

## GILBERT C. VAN CAMP INSURANCE AGENCY, INC.

San Diego—867 Harbor St. Phone FRanklin 2876

San Pedro—Municipal Wharf. Phone 2680

*Specializing in all forms  
of Insurance Protection  
for the Fishing Industry*

REPRESENTING

**BOSTON INSURANCE CO.**

BOSTON, MASSACHUSETTS

*Complete Insurance Protection*

# YOU HEAR IT EVERYWHERE

# FIBREBOARD SHIPPING CASES

## REDUCE OUR HANDLING COSTS



● Fibreboard Shipping Cases carry the Seal of Approval of the Export Fibreboard Case Association.

# FIBREBOARD PRODUCTS Inc.

710 RUSS BUILDING, SAN FRANCISCO

207

Sales Offices:

SAN FRANCISCO  
PORTLAND  
OAKLAND

CHICAGO  
SEATTLE

LOS ANGELES  
PHILADELPHIA  
SALT LAKE CITY

STOCKTON  
LOS ANGELES  
PHILADELPHIA

Mill and Factories:

SAN FRANCISCO  
SOUTHGATE  
PORT TOWNSEND

ANTIOCH  
PORT ANGELES  
HONOLULU

VERNON  
SUMNER  
KAHULUA

*This division of CANNERS SECTION  
relates news of developments in Califor-  
nia's tuna-packing industry*

# TUNA

## A. J. Cohn Returns

**C**OHN-HOPKINS, INC., San Diego producer of fancy tuna products, has become the sole property of A. J. Cohn, one of its founders, according to statements made public by the new owner. Henceforward the affairs of the corporation will proceed beneath his exclusive management, for all preceding officers have retired from the firm.

Cohn was one of the earliest operators in San Diego fish canning. He was especially active in the affairs of the International Packing Corporation, a firm which lost individuality in the Van Camp Sea Food Company, Inc., merger. Subsequent to the merger Cohn was a part of the headquarters staff of the big concern, but in 1923 he formed a partnership with Roscoe Hopkins and through a uniting of several San Diego plants brought into existence the Cohn-Hopkins, Inc., institution. For seven years the company continued as a partnership, but in the summer of 1930, A. J. Cohn sold his equity in the property to Hopkins, who thereupon became president and manager.

"One fact which commonly has been overlooked, however, is that I always have been vice-president and a director of the firm," states Cohn. "Thus I never have been out of touch with the business, nor been a stranger to it."

During the past two years Cohn has devoted himself to private affairs, and has taken occasion to enjoy himself thoroughly. He now returns to assume direction of the company's business, Roscoe Hopkins having retired to accept the presidency and management of the newly-formed Tuna Packers' Institute.

"I contemplate no immediate changes, either in the personnel or plant," states Cohn. "As a matter of fact, I feel much pride in the excellence of this food-packing institution, and am conscious of no serious wants in any of its departments." Cohn-Hopkins, Inc., will continue un-

der its established name. Just as at the time of Cohn's temporary retirement the name of the firm was not changed, so now it will be allowed to stand as heretofore.

Five large high-seas tunacruisers comprise the Cohn-Hopkins fleet at present. These are "Santo Amaro," "Stella di Genova," "St. Therese," "Europa," and "Milwaukee." Besides these there are several small tunaboats of the older style, among these being "Uncle Sam" and "Oceana." This flotilla is producing heavily at the present time, and the Cohn-Hopkins plant is a busy place.

## SPAULDING INSPECTION BUREAU

P. O. Box 211 Terminal Island, Calif.

Expert examinations and analysis of all fish cannery products and supplies.

Inspection and Certificates of Canned Fish.

N. Hendrickson W. H. Spaulding

## Insurance Risks and Coverage ...

**DON'T BE CAUGHT  
SHORT ON PROTEC-  
TION.**

Years of knowledge and experience are required for the expert writing of insurance on marine equipment, plants, warehouses and other risks. Without them, the owners may not be adequately safeguarded.

Rule & Sons, Inc., department method of operating offer these complete and exacting facilities.

Call TRinity 9961, and we will be glad to wait upon you.

**RULE & SONS, Inc.**

621 S. Hope St. Los Angeles, Calif.

## Tuna, Mackerel, Sardines

*Quality Packers of Sea Food Products*

**COHN-HOPKINS, Inc.**

SAN DIEGO, CALIF.

We Specialize on Fancy Pack  
Baby Yellowfin and All Light  
Meat Varieties of Tuna

WE SOLICIT PRIVATE  
LABEL BUSINESS. SAMPLES  
GLADLY SUBMITTED

"MINDANAO," famous old fore-and-aft which saw service at Turtle Bay and Cabo San Lucas as tuna tender in the pre-cruiser days, has been cut down into a sparless hulk, and thereby humiliated. During the last several seasons the old schooner has lain off Balboa, where she did duty as a sport fishing base. It is understood that she is to continue there, but now they have sawed off her big fir poles, leaving only the stub of the foremast as an indication of what she was in the days when she sailed the Baja California coast with iced tuna in her hold. Old "Mindanao" had quite a career as a movie "prop," and whoever knows ships can identify her even yet in some of the old "silents," for the cracked and gnarled wood of the vessel ever since the days when it was engaged in the business of transporting bulk salt from the natural source on Carmen Island, Mexico, to the grinding mill at San Pedro harbor.

*This division of CANNERS SECTION  
concerns producers of salted, cured, smoked  
and processed seafoods, fish meals and oils.*

## CURED FISH and FISH BY-PRODUCTS

"WILLIAM H. SMITH", 4-topmast codfish schooner of Union Fish Co., towed out of Golden Gate at three o'clock on the afternoon of April 4, Capt. J. Kelley going as master.

"She has 41 men aboard, carries 21 dories, is bound for Bering Sea and we expect a catch of about 550 tons of fish," stated C. E. Cocks, executive of the firm. "The 'William H. Smith' is a straight sailing ship—no auxiliary power at all. She is of 557 gross and 496 net tons, operates entirely under sail and we expect her to be gone about five months."

"Louise", 3-masted bald-header, likewise without engines, cleared from San Francisco on April 5, under command of Capt. D. Hansen. This schooner's complement was 33 men and 16 dories; she was bound for the same general grounds as the "William H. Smith."

"Each dory has in it a well, through which 4-hp. Johnson outboard engines are operated," stated Cocks. "This power greatly increases effectiveness of the dories and adds immeasurably to the safety of the men, who thereby are enabled to run directly to windward to pick up the mother ship."

**SALT HERRING SHIPPERS** of British Columbia have found a market in the Orient for frozen, unsalted herring in addition to their usual products. White residents of Hong Kong are reported to have received frozen shipments of this species with considerable enthusiasm, and producers therefore are sending good-sized fares to the market across the Pacific. Drysalt herring is sold to the Chinese, but practically all of the fresh-frozen shipments go to occidentals.

**LEE H. WAKEFIELD**, president of Pacific Herring Packers Association, during late March visited Washington, D. C., to confer with Henry O'Malley, United States commissioner of fisheries, concerning regulations imposed upon the herring fishery of Alaska. Wakefield was quoted as believing that unless certain changes in the rules were made, low prices for herring meal and oil would so reduce prices paid to fishermen for their catches that but few of them would be able to operate in 1932.

*Mild-Cured and Frozen*

# SALMON

ALASKA HERRING



EINAR BEYER, President

## NORTHERN PRODUCTS CORP.

Cable Address—"NOPRO"—All Codes  
200 Bell St. Dock Seattle, U. S. A.



*Typical northwest troller, used to supply  
salmon for mildcure*

**THE MILD CURE PACK** of the West Coast promises to be a light one this season. Unfavorable economic conditions in Germany, together with failure of Atlantic Coast smokers to maintain the cooperative organization they founded last year, have reduced the market for this type of product considerably. The 1932 total is expected to be considerably less than the 13,000 tierces produced in 1931.

Approximately 10 companies each are expected to put up mildcure packs in Alaska and the Puget Sound district. Three organizations are understood to be planning use of their plants in British Columbia, while not more than six or eight Oregon firms will engage in this fishery. In California only A. Paladini, Inc., and Standard Fisheries have stated that they expect to mildcure, although others may join them later.

Last year approximately 70 stations were used.

**WILSON PACKING CO** has begun production of a new pack of smoked salmon at its plant in Tacoma, Washington. W. L. Wilson is president and general manager.

**LOS ANGELES SMOKING & Curing Co.** of Los Angeles, California, announces that its telephone number has been changed to VAndike 0724. The firm deals in cured and smoked fish and fish specialties.

**MONTEREY SARDINE Industries, Inc.**, Monterey, California, on April 20 completed arrangements and signed a contract for delivery of between 8,000 and 10,000 tons of squid. Wing Chong, purchaser, intends to dry the mollusks and make shipments to China.

The contract calls for delivery of not more than 150 tons a day, continuing from April 25 to August 1.

Catches are being made in Monterey

Bay by 30 fishing craft and are being delivered through facilities of the fishermen's organization. The squid is dried in fields near Monterey and then is made up into bales and shipped to the Orient. Fishermen receive \$8 per ton for their catches; although this amount is well below the \$25 and \$30 prices in effect several years ago, it will serve to keep many families from becoming involved in financial difficulties during the summer.

The understanding between Wing Chong and the fishermen was made by A. G. Crivello, president; S. Colletto, secretary; Joseph Cusenza, manager, of Monterey Sardine Industries, Inc.

**CALS-I-DINE Corp.** has established a plant at Port Angeles, Washington, for manufacture of kelp products. Officers are M. E. Morse, president, and Miss Lucia McAleese, secretary.

**DRIED FISH PRODUCTION** for export from Chile is made a fisheries monopoly by el ministero de fomento in a decree announced on February 25, 1932. The concessionnaire is granted the monopoly for 10 years, but is prohibited from selling his products inside the country. In addition, he must export a minimum of 22,400 short tons by January 1, 1935, and after three years must pay an export duty of five pesos per ton (approximately 54 cents per short ton). The law became effective on February 12.

**DUE TO CESSATION** of whaling operations on the part of all but four firms in the world this season, but little whale oil and meal will be produced in 1931-32. As announced in a previous issue of WCF, overproduction and necessity for conservation of the resource caused acceptance of an international agreement to observe a closed season on this species of mammal during the present season.

Two English companies are operating, these being Unilever of London and Chr. Salvesen & Co. of Leith (Scotland). The third in the field is La Compania Argentina de Pesca (Argentine Fishing Company), whose headquarters are in Buenos Aires. Their production is estimated at from 780,000 to 1,000,000 barrels of oil. The season began in October and now is practically at an end.

American Pacific Whaling Co. was to send four of its vessels north from Seattle on May 10 to operate in the vicinity of Kodiak Island. This firm did not engage in the whale fishery in 1931.

"BETH", new double-end troller, was launched in Eureka, California, during April by Capt. E. C. Zerlang, fisherman of that port, and made its first trip for salmon shortly after opening of the season on May 1. It measures 41x12x5½ feet, is powered with a 4-cyl., 35-hp. Kermath engine, and will carry approximately four tons of fish in its hold. It was built from Zerlang's designs.



This division of **CANNERS SECTION** covers sardine packing in California and British Columbia

# SARDINES

## Recent Sardine Discoveries

By **EUGENE C. SCOFIELD**

*Marine Biologist, California State Fisheries Laboratory*

**WE NOW HAVE** the early life history of the California sardine pretty well cornered. After four years of tireless effort we have definitely established where the sardines spawn, where the very young fish (larvae) drift to, and where the nursery grounds are located.

Just recently the patrol boat "Bluefin" completed a 1600-mile cruise into the Pacific Ocean. The findings on this trip confirmed the already established facts uncovered in 1930 and 1931. These facts are:

- (1.) The California sardine, which ranges between British Columbia and Lower California, inhabits only a narrow strip of coastal water.
- (2.) It migrates to a centralized area each spring for the purpose of spawning.
- (3.) This spawning area extends, roughly, from the United States-Mexican boundary on the south to Point Conception on the north, and offshore to a distance of 200 miles.
- (4.) Within this area sardine eggs occur in countless millions during the months of April and May.

Sardine eggs have been taken in other regions, but in extremely meager numbers. During the warm spring and summer of 1930 and 1931 eggs were found as far north as San Francisco, offshore nearly 300 miles, and south as far as Magdalena Bay. In the more normal years of 1929 and 1932 sardine eggs were not taken north of Point Conception or beyond 200 miles offshore. There is little doubt, then, that our sardines frequent a common yet very limited breeding ground, although they range nearly 2,000 miles up and down the coast.

Of these millions of eggs deposited in the surface layers of the open sea, about 10 per cent hatch. Tiny larvae emerge from the eggs. During a week or so they live on the food contained in a yolk sac which they carry on the under side of their bodies. When this supply is exhausted they seek other food. For three or four weeks their diet is chiefly copepods or minute flea-like animals which occur in great swarms in the oceans. These animals form one of the sources of "red tide" so much dreaded by cannery.

At the end of five or six weeks the larvae transform into young fish, each possessing scales and a backbone. By this time the down-coast currents have drifted them many miles to the south and inshore along the coast of Baja California. Here food is plentiful and dangers many. Of the 100,000 eggs originally laid by a female sardine, perhaps only 100 still are alive.

The young fish, now about two inches long, begin schooling. For several months they occupy the inshore waters between Cabo San Lucas and Point Conception.

The following fall, winter and spring they begin to migrate toward San Diego, where they are captured as "quarter oil" sizes. Tuna bait-boats also net them along the west coast of Baja California. They likewise form the supply of bait for numerous angling barges in southern California.

The schools of young sardines continue their northward migration. As two-year-olds they make up the bulk of the commercial catch at San Pedro in the fall months. By this time they have developed comb-like gill rakers which enable them to feed on the smallest of plankton occurring in the ocean. This diet usually is composed of diatoms or small plants that occur in great abundance in the surface layers of the ocean.

The two-year-olds probably are the youngest sardines that spawn. After depositing their eggs for the first time, they proceed northward to form the bulk of the fall commercial catch at Monterey.

The following winter months, as three-year-olds, they swim back south, to spawn in the egg-laying area the second time; then once more they migrate north, and farther than before. Undoubtedly they travel as far as British Columbia, where there exists a large commercial fishery, which is carried on only in the late summer and early fall months.

California State Fisheries Laboratory already has in its possession enough information to support this theory of migration. However, it is continuing with the accumulation of absolute proofs while at the same time penetrating deeper into other secrets of the sardine's life and breeding.

The Laboratory has hesitated to make public a statement regarding the sardine investigation because certain points still lack proof. However, a great amount of additional evidence is piling up in support of certain ideas on age, growth, spawning and migrations. It is this addi-

# SALT

All Grades  
Highest Quality  
Lowest Prices

**LONG BEACH SALT CO.**  
LONG BEACH, CALIF.

Purchase home products and help the Harbor District. Prompt service by truck or rail.

PHONE: Long Beach 625-05



**PHOTO SUPPLY INC**

Developing  
Finishing  
Commercial Work  
Supplies

319 West Sixth Street  
San Pedro, California

## MONTEREY BAY SARDINES

Leading Fancy Brands: EL CAPITAN, GRILL, EL MAR.  
FISH OIL and MEAL



**E. B. GROSS CANNING COMPANY**

Sales Office and Plant: Monterey, Calif. Cable Address: "GROSS"

investigators believe that the time is near when they can issue a final summary of their work.

In the meantime we have demonstrated that the sardine supply is not inexhaustible, as some would like to believe. The California species, "*Sardina caerulea*", is confined to a narrow inshore belt, not more than 200 miles wide, between British Columbia and Baja California. We have made many trips to sea aboard the "Bluefin" and have scouted long distances from land while looking for evidences of sardines, but never in our experience have we observed these fish farther than 200 miles from shore. We must, therefore,

reconsider the often-made statement that "the seven seas are teeming with fish."

Now, to find that this narrow strip of sardines along the Pacific coast is composed of migrating schools, and that each spring almost the entire population collects in a region no more than 200 miles in diameter, are facts that deserve serious thought when we consider the possibility of depletion. Here, right outside our harbors, are gathered each spring all the spawning sardines. The very existence of the species is wholly dependent upon the outcome of this yearly event. In the hands of man, therefore, lies the destiny of this great natural resource.

## Hovden Addresses Club

PEOPLE ON THE Monterey Peninsula now are appreciating for the first time the basic importance of the bay's fish-packing industry in its support of local institutions and business, state citizens of the historic old pueblo. Merchants of Carmel, Pacific Grove, Monterey, Oak Grove and other nuclei of population are complaining every day, saying that prostration in their businesses is traceable directly to cessation or abridgement of sardine canning. They want an immediate recommencement of normal activities, and have urged this end upon the chamber of commerce and various service clubs.

Kiwanis, a strong organization in Monterey, sought to inform itself further in the fisheries question, so requested K.

Hovden, pilchard packer, to speak to its members. Hovden acquiesced, and at a luncheon arose before them to sound a note of encouragement. All is not yet lost—he told them—for although conditions have been discouraging, his firm has continued its efforts to produce better food for the nourishment of the American people, and recently won the endorsement of American Medical Association.

Explaining that American citizens cannot be induced to consume unfit foods, Hovden declared that mass production of sloop-pack fish never would bring prosperity back to Monterey. Were the cannery wheels to hum again, it would have to be in the manufacture of high-quality merchandise worthy of domestic favor. He

indicated that merit could be imparted to a can of pilchards at reasonable cost, citing the fact that Hovden's "Portola" brand steam-grilled sardines sell for only 20 cents, retail. The only other fish which compare with the patented steam-grilled article are European olive oil packs which sell at four times the Portola price, on a weight basis, said Hovden. Of course, he explained, various brands of domestic pound-ovals were available at 10 cents a can or at almost any price, but the nature of these excludes them from consideration. He cited statistics to reveal the actualities of business, and was roundly applauded for his lucid analysis of the subject.

Spicing his dissertation with humorous allusions, Hovden interrupted himself with frequency to joke at his own troubles, and to make fun of the misfortunes of the fishing industry. He touched upon the centrifugal tendencies of cannerys and burlesqued the difficulties into which they get themselves. This self-applied ridicule greatly amused the listeners, most of whom no doubt detected within themselves the same human faults.

**THOMAS MACHINE WORKS**, Fish Harbor, is rebuilding its shops and installing additional and larger tools. A 28-inch lathe, having an 18-foot bed is being bolted to the concrete floor of the Washington diesel engine headquarters, and Thomas is active in supervising the remodeling of his stockroom and tool-room.

"We are putting in a larger assortment of vessel supplies—shafting, piping, fittings and standard parts," says the energetic mechanic. "Also more tools, principal among which is a new \$4,000 lathe for the general machine work which we have to do in overhauling the tunacraft. The shop now has an 18-inch lathe, a 28-inch lathe, a 20-inch shaper, an upright drill-press, and a coil and armature winder."

Thomas has seven men at work in the shop, two of these being electrical experts while the other five are machinists and diesel engineers. Mrs. Grace Thomas, his wife, keeps the accounts, runs the office and helps him with the correspondence.

"PROSPERITY," San Pedro purse-seiner, left Cabo San Lucas on April 9 in company with "Jugoslavia," encountered bad weather, turned into Magdalena Bay for shelter, and grounded on a sunken rock in the darkness. The keel was broken by the impact, so that when "Jugoslavia" had succeeded in helping her get free, and both vessels had proceeded to San Pedro, it was necessary for "Prosperity" to haul out on the Harbor Boat Building Company's ways for installation of new keel and re-alignment of the engine.

"NESKLEETIA," husky old sealing ship that now is employed in tunacruising, found solid ground again on the night of March 10 when she sat down on the long reef extending to seaward from San Hipólito Point, Baja California. At high tide the vessel succeeded in working itself free without outside assistance, whereafter it limped home and was hauled out in the yards of Harbor Boat Building Company. Repairs were made to keel, shoe, and propeller. John Rados, crew then put a new reverse gear into the ship, for the old one had been spent in trying to back off the rocks.

### Sardines and Mackerel CANNERS

### GENERAL FISHERIES CORPORATION

P. O. Box 998 San Pedro, Calif.

For  
Good

## LABELS

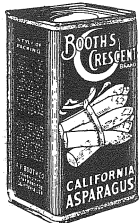
Which the customer can't forget—

The U. S. Printing and Lithograph Co.  
112-A Market St. 1107-A Hoge Bldg.  
SAN FRANCISCO SEATTLE

## F. E. BOOTH COMPANY, Inc.

Packers of

### BOOTH'S BROILED SARDINES



### FRUITS—ASPARAGUS—VEGETABLES SHAD ROE

Canneries at Monterey, Pittsburg, Centerville

### Fresh Fish Specialists

Wholesale and Retail Markets: San Francisco, Stockton, San Diego  
General Offices: 110 Market St., San Francisco

*This division of CANNERS SECTION represents salmon packers of Alaska, British Columbia, Washington and Oregon*

# SALMON

**COLUMBIA RIVER** salmon season opens on May 1, but canners and fishermen at the close of April were not at all sure that canning operations would begin at that time. The obstacle standing in the way was the price to be paid for raw fish, fishermen asking nine cents per pound for chinooks while packers were advocating six cents.

The first conference on prices was held shortly after middle April in Astoria, Oregon. At that time members of Columbia River Fishermen's Protective Union, of which Arvid Mattson is manager, discussed the matter and decided among themselves that they could not afford to operate at less than nine cents. To sell their fish for less than that amount, they believed, would mean that they would have to fish at a loss, which they could not afford to do.

A committee from the union later conferred with packers. They were told that present market conditions made it impossible for canneries to pay more than six cents, since even that figure would be so close to the line between profit and loss that an unexpected source of expense might make the season unprofitable. All but one cannery executive are alleged to have said that they would rather not operate at all than to attempt to do so with fish at nine cents.

Seven packers are expected to begin receiving fish shortly after the first of May if price difficulties can be ironed out. These are: Altoona Packing Co., Altoona, Wash.; Barbey Packing Co., Astoria, Ore.; Chinook Packing Co., Chinook, Wash.; Columbia River Packers Association, Astoria; P. J. McGowan & Sons, McGowan and Ilwaco, Wash., and Warrendale, Ore.; Point Adams Packing Co., Hammond, Ore.; Union Fishermen's Cooperative Packing Co., Astoria.

Arthur Anderson Fish Co., Astoria, and New England Fish Co. (head offices in Seattle) were not expected to pack, while Warren Packing Co. (head offices in Portland, Ore.) and Booth Fisheries Co. (head offices in Chicago) had announced that their factories will remain closed this season. Astoria Salmon Packing Co., Brookfield Fisheries, Inc., Burke Packing Co., Pioneer Packing Co. and Seufert Brothers Co. had not announced their plans.

**ALASKAN FISH CANNERIES** this season will be subject to their bi-annual inspection by a representative of Board of Fire Underwriters of the Pacific Coast. The board's agent, not yet named, will confer with fire insurance executives in San Francisco, Portland (Oregon) and Seattle before going to Alaska.

**APPROXIMATELY** 120,000 cases of salmon were moved by its members during March, according to the report of Association of Pacific Fisheries, whose series 85 per cent of the total amount of canned salmon produced on the coast. Total stocks on hand declined from 2,414 cases on March 1 to 2,543,056 on April 1, the movement amounting to 89,158 full cases.

The beginning of stocks on hand at the beginning of April on the basis of

48 one-pound cans to the case, is as follows:

Grades, Varieties		Cases
Fancy red chinooks or kings....		60,848
Standard chinooks or kings....		76,397
Pale chinooks or kings.....		12,447
White chinooks or kings.....		6,999
Puget Sound sockeyes.....		52,389
Alaska reds .....		519,028
Coho's, silvers, medium reds...		187,629
Pinks .....	1,471,745	
Chums .....	147,789	
Bluebacks .....	636	
Steelheads .....	7,149	
Total.....	2,543,056	

Seattle Merchants Exchange report on movement of canned salmon from Puget Sound by water for January, 1932, expressed in units of 48 one-pound cans to the case, was as follows:

Destination	Shipment	Totals
FOREIGN		
British Isles, Europe,		
Australia .....	2,840	
Central, South America,		
Philippines .....	218	
Straits Settlements.....	...	
		3,058
DOMESTIC		
Atlantic Coast, Gulf....	216,256	
California .....	4,467	
Hawaii .....	1,685	
Porto Rico .....	275	
		222,683
Total shipments.....		225,741

February, 1932, shipments totaled 187,873 cases, divided as follows:

Destination	Shipment	Totals
FOREIGN		
British Isles, Europe,		
Australia .....	13,337	
Central, South America,		
Philippines .....	71	
Bombay .....	30	
		13,438
DOMESTIC		
Atlantic Coast, Gulf....	168,459	
California .....	300	
Hawaii .....	5,676	
Porto Rico .....	...	
		174,435
Total shipments.....		187,873

March shipments were 173,794 cases, divided as follows:

Destination	Shipment	Totals
FOREIGN		
British Isles, Europe,		
Australia .....	16,585	
Central, So. America....	22	
Philippines .....	...	
		16,607
DOMESTIC		
Atlantic and Gulf.....	147,889	
California .....	8,760	
Hawaii .....	538	
Porto Rico .....	...	
		157,187
Total shipments.....		173,794

A development looked upon by salmon packers and distributive agents as promising considerable assistance in creating and maintaining a healthy salmon market is the agreement recently entered into by Pacific Canned Salmon Brokers Association and Pacific Salmon Sales Corp., both

with headquarters in Seattle. These two groups have formulated and subscribed to a code of ethics abolishing secret rebates, commission splitting, indiscriminate consignment shippings and other practices which in the past have caused dissension among distributors and tended to depress prices.

**BRITISH COLUMBIA** salmon canners are looking forward with optimism to final disposal of their 1930 and 1931 packs of fish, although at the first of April stocks on hand were estimated as totaling 325,000 cases. These included 25,000 cases of sockeye, 180,000 pinks, 70,000 chums and 50,000 cases of other species.

"The government of British Columbia fully recognizes the importance and the need of increasing our trade within the empire," states S. F. Tolmie, premier of British Columbia, in a statement to WCF. "Our market extension committee has been and is making a close study of inter-empire markets. Conferences are being held with those engaged in our industries in order that the government in Ottawa may be so informed that the interests of our industries will be fully voiced at the imperial conference in Ottawa in July next.

"Our claim for imperial preference in our fisheries is particularly strong. We produce nearly half of the value of the fisheries of Canada. Our salmon industry is the most important and valuable single branch of the fisheries. Our salmon fisheries depend upon an export market for 75 per cent of the value and 85 per cent of the volume of its products.

"In our memorandum to the Ottawa government, emphasis will be made of the fact that in our fisheries the gear used to catch the fish and the cans used in packing our salmon and other fishery products are almost wholly of empire production, and attention will be called to the fact that this is not the case with our competitors. The fishery interests, as well as all others in the province, are assured that we shall leave no steps untaken to insure that their interests are fully voiced at the Imperial Conference in July."

Owing to this preferential treatment of Canadian salmon, the packers are anticipating that shipments of sockeye and coho to the United Kingdom will show a decided increase. It is problematical what effect will be had on movement of chums and pinks, since even a preference of 10 per cent, such as now is in effect, may not be sufficient to overcome lower production costs of Japanese and Russian operators.

**SALMON PACKERS** of the Northwest during April were completing preparations for opening of another season of canning operations. Approach of the time for commencement of packing has been marked by announcement of plans for using plants, sailing of ships with supplies and crews, selection of executives, purchase of new equipment and the rest of the detail incident to this annual event.

Among earliest ships to leave for Alaska was the "Latouche," which left



Seattle on its second trip of the season during April. "Lakina," which like the "Latouche" is owned by Alaska Steamship Co., was scheduled to sail on May 5 from Seattle with supplies for other northwest packing plants. On May 12 the "Cordova," a third steamer of the same line, will bring up a fare of supplies and crew members.

"Otsego," supply ship operated by Libby, McNeill & Libby, Chicago, left Seattle on April 13 for Georges Inlet, Kenai, Yakutat and Taku. Some time before the steamer "San Juan," owned by San Juan Fishing & Packing Co. of Seattle, left for Sawmill Bay. Both supply ships were followed by tenders, the "North Star" traveling northward for Libby and the "Caroline" for San Juan. Captains H. Larson and B. Bradner are

to take the steamers "Glacier" and "Elwyn C. Hale" to Kvichak and Nushagak, Alaska, during May, the former sailing on May 20 and the latter on May 14. The "Hale" had supplies for Alaska Salmon Co., San Francisco, and the "Glacier" carried equipment for Bristol Bay Packing Co., also of San Francisco. The former did not sail during 1931, the "Glacier" taking up all necessary materials for both plants; this arrangement was made possible by the fact that the firms are jointly owned through Union Fish Company. The "Pirate," 84-foot tender, will accompany the "Elwyn C. Hale."

Captains Frank Kackley and Ivor Jenkins commanded the tenders "Celt" and "Cydonia," owned by Fidalgo Island Packing Co., during their run from Anacortes, Washington, to Ketchikan, Alaska,

with crew members and supplies. Carl A. Sutter again will serve as general manager, while F. Brook-Smith will be bookkeeper and E. Dahl will act as cannery foreman. The company expects to pack slightly more than 50,000 cases, approximately half of last season's total. It will use all six traps and will be ready to begin operations on July 5, opening of the season.

"Catala", steamer, brought up officials and crew members of two Naas River canneries (that of British Columbia Packers at Mill Bay and of Anglo-British Columbia Packing Co. at Arrandale) during early April. Among those aboard going to Mill Bay were George Harris, manager; E. Cummings, accountant; Watson D. Noble, storekeeper. W. E. Walker, manager, and C. F. Griffin, accountant, were among the Arrandale party.

Five plants of G. P. Halferty & Co., Seattle, were scheduled to be in operation by the end of April and another was to open in May. These are being used for packing salmon and clams, as in previous seasons. The Halferty plants, some of which also are operated under the name Pioneer Packing Co., are located at Cordova and Kukak Bay, Alaska, and in Copalis, Aberdeen, Ilwaco and Grayland, Washington.

Ward's Cove Packing Co. will operate this year as usual, according to A. W. Brindle, one of the officers of the firm. A new 140x70-foot warehouse and a new 100x50-foot wharf will be constructed, and a new boiler-house will be added to the plant's machinery. Carl Belmont will be cannery foreman and L. F. Hanlon is to be bookkeeper.

Robert Gosse, of the well-known Gosse family of British Columbia, and J. Field Strang have formed Ocean Salmon Canners, Ltd., and have purchased from British Columbia Packers, Ltd., their plant on the outside of Smith Island in Skeena River. Both men have had much experience in salmon canning, recently having held prominent posts in B. C. Packers.

Beegle Packing Co., Ketchikan, is to be run this year, according to W. F. Schlothman, president and general manager. The plant will be used to put up a pack of selected pink salmon to carry the "Show Boat" label, it is said.

North Pacific Packing Co., of which G. M. Chambers of Seldovia (Alaska) is president and general manager, is to open in Seldovia on May 1. Its chief pack will be clams, of which it is expected 15,000 cases will be produced. Associated with Chambers in the organization, which was established this year, is H. H. Malcolm, general superintendent.

It is expected that close to one and a quarter millions of persons will be employed directly or indirectly by the salmon industry this season in spite of unfavorable economic conditions.



## GOLD MEDAL COTTON FISH NETTING

*"The Netting of Quality"*

Every step in the process of manufacture—from gathering the raw material to packing and shipping the finished product—is carried out under expert supervision in our own plants. You are therefore assured of uniform, unvarying, **HIGH QUALITY NETTING.**

## BARBOUR'S Double Knot Linen Gill Netting and Salmon Twine

*Have been used on Pacific Coast since 1876*

We Recommend

**CALIFORNIA COTTON MILLS COMPANY**  
**Seine Twine, Thread and Twine Laid**  
**Fishing Quality Rope**

Have Been in Demand by the Fishing Fraternity of the Pacific Coast for Over Fifty Years

Gold Medal Cotton Netting Carried in Stock by our California Distributors

MARINE HARDWARE CO. McCaffrey Co.  
SAN PEDRO SAN DIEGO

CINCOTTA BROS.  
SAN FRANCISCO

## The Linen Thread Company

San Francisco - - - - - 443 Mission St.  
Los Angeles - - - - - 122 E. 7th St.  
Seattle Representative - - - 303 Smith Tower Annex

NEW YORK CHICAGO  
GLOUCESTER

BOSTON BALTIMORE  
JACKSONVILLE

**NICHIRO GYOGYO KAISHA**, giant Japanese corporation which in 1931 produced almost one-third of Japan's pack of salmon and a large part of the canned crab, is the prize for which Mitsubishi, powerful financial organization of the Nipponese archipelago, are contesting at present. Nichiro is capitalized at approximately \$20,000,000 and until recently Mitsubishi has backed its operations. This year, however, Mitsui has purchased a considerable portion of the stock and apparently intends to challenge Mitsubishi for supremacy.

# F I S H E R M E N

## Conflict of Mexican Attitudes

CONSTERNATION BECAME general throughout the American tuna fleet when announcement was made by officers of the Mexican Fisheries Administration that important changes in licensing would be put into effect immediately. On April 18 an order was issued requiring all American fishing craft to enter at Ensenada, Baja California, if they proposed operating in territorial waters of Mexico. Almost at the same time notice was served that no more "flat-rate permits" would be granted to purse-seine tunacraft, and that henceforward these vessels would be compelled to pay the stipulated duty of \$26.67, American gold, on each ton of tuna landed at California cannery wharves. The first of these regulations worked a hardship upon both live-bait cruisers and purse-seine craft, for it meant interruption in their southward run, inevitable delays due to the usual bickering with cavilling port officials, difficulties with crew members who would become obstreperous in the town's beer halls, infection with disease contracted there, and in general a serious impediment to businesslike fisheries enterprise. The second proclamation effected purse-seine craft alone, and placed upon them the obligation of paying fixed rates of duty upon every pound of tuna brought into port from Mexican waters, while at the same time the live-bait craft were left in the happier state of paying only for a "bait and anchorage" permit, which was obtainable at nominal fee.

As will be remembered, when the mid-winter "fishermen's strike" came to an end, and the fleets sallied forth to fish, both live-bait cruisers and purse-seine vessels were granted flat-rate permits to enter Mexican waters. In the case of the high-seas cruisers the documents described themselves as "Permisos para Carnada y Anclaje"—Permits for Bait and Anchorage—and these were procurable at graduated rates which fluctuated around \$500 per average-sized cruiser. With such a license a live-bait ship could go into Magdalena Bay, collect a supply of bait, go out to sea and take its fish wherever it found them, and return to home port without paying additional charges of any sort. As for the seine-boats, they likewise paid a flat-rate charge and were given practically the same kind of license, so that for a fixed fee they could enter Mexican coastal waters, seine up cargoes without the use of bait, and return to the United States free from obligation to pay additional levies or duties at time of discharging.

As is described elsewhere in this issue of WCF, the beginning of spring fishing was highly unfavorable to the big offshore live-bait ships, for although tuna were seen in great abundance, they could not be induced to bite. Purse-seiners, however, reaped a ready harvest, for be-

cause the fish were well fed with travelling shoals of shrimp, it was easy to surround them with the long seines, and capture them before they shed their complacence of well-being, took alarm and recognized the enemy present. Accordingly, seinemen succeeded well, whereas live-baitmen had a sorry time of it. Large landings were made at San Pedro by turn-table outfits, and anxiety was expressed publicly by owners of cruisers, lest cannery requirements be supplied by the round-haul flotilla before the cruisers would be able to get any fish. It was at this time that Mexican fisheries administrators made announcement that purse-seiners would be granted no more flat-rate permits, but thereafter must pay full duty on all catches landed in the United States.

Announcement of the new Mexican policy aroused intense feeling on the part of purse-seine fishermen, who believed they saw in this happening the deft hand of competition. Protest was loud, sustained, and emphatic. Charges and countercharges were made, and the mushroom growth of allegation and circumstance quickly hid from sight the elements from which the difficulty sprang.

Cannerymen and shipowners alike appealed to their Mexican brokers for interpretation of the happening, and these made public what to them seemed the explanation of the situation. The Mexican Fishing License Bureau, a brokerage agency predicated upon franchises held by Arturo Cubrillas, José G. Cavazos, and Wulframo G. Ruiz, has presented its views of the matter in somewhat the following terms:

1. A treaty was entered into by the United States of North America and the United States of Mexico in the year 1928. This treaty had for its purpose the protection of animal life, both marine and terrestrial, of Guadalupe Island, which is Mexican territory. It was especially desired to protect the herds of elephant seals known to take refuge there, and to afford asylum for whatever other animals and fish frequent the locality. Since the solemnizing of this treaty there has been no time when Mexico was authorized an invasion of the Guadalupe reserve by anyone bent upon exploiting the resources there. Mexico has had no knowledge of any trespass, and never has issued permits or licenses under authorization of which fishing craft might go to the island for purposes of fishing for profit. Guadalupe is closed to commercial exploitation, and so far as is now known, will remain closed indefinitely. Whoever frequents the place does so illegally.

2. It is not unlikely that information has reached Mexico City concerning abuses of the Guadalupe reserve. If this be true, it is understandable that the national government will strive to correct the

trespass, in order to maintain faith with the United States in the matter of enforcing the provisions of the treaty. If there has been wholesale imposition upon Mexican territorial rights by unauthorized persons, it may be supposed that Mexico will endeavor to protect the Guadalupe reserve.


3. During March of 1932 Arturo Cubrillas, one of the franchise-holders of Mexican Fishing License Bureau, travelled to Mexico City at his own expense and there obtained issuance of an order whereby purse-seine vessels could avail themselves of the same flat-rate permits as already were in use by live-bait cruisers. In fact the identical forms were used, there being added only the words "For Vessels Employing Purse-Seine Nets" to distinguish between the two classes of operators. These flat-rate permits were made available to the seiners at exceedingly reasonable rates—a fact which precipitated price-cutting by other brokerage and licensing agencies, which never before had been willing to extend their services for anything like so reasonable a monetary consideration.

4. Coincident with this happening, Mexico City reported the receipt of numerous telegrams of complaint, these making the representation to governmental headquarters that seiners were slaughtering small tuna and were destroying hundreds of tons of the young of various market species which floated away, dead, upon the surface of the sea, in great white rafts. Fearful that there might be merit in these representations, Mexico City ordered the suspension of flat-rate permits to purse-seine vessels until such time as it would be possible to investigate the truth of the allegations, and determine whether or not the fishery resources of the nation were being abused in the degree represented.

5. It is believed, however, that by presenting the facts to the central office of the Mexican fisheries administration, the elements entering into the creation of the present difficulty can be revealed in their true light, and the "status quo ante" re-established.

6. With respect to the order issued April 18, which required all fishing craft to stop at Ensenada, Baja California, and have their papers vised there, Mexican Fishing License Bureau put forth great effort to gain a rescinding of this requirement, recognizing the obstacle which it would present to economical and effective fishing. On Saturday, April 23, the suggestions and petitions of the Bureau were granted affirmative consideration by the authorities, and on the afternoon of that same day two vessels—"City of San Francisco" and "Sunkist"—received licenses and other papers through the Bureau's offices, and proceeded to sea.


7. Owing to difficulties recently en-

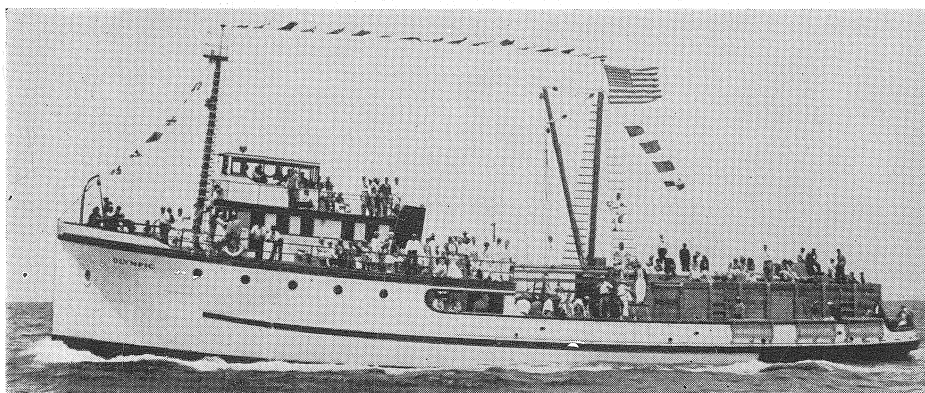


## Stop --

# BOTTOM FOULING!

Gets your catch back to port quicker — TARR & WONSON BROWN COPPER PAINT. It contains more copper; gives longer protection against fouling.





*Tunaship "OLYMPIC", owned by Captains Zankie and Zuanich and one of the largest and newest of the fleet The Union Ice Company has been serving for years*

## "Union" Ice Lasts Longer

—it's packed so that it will—and there lies the secret.

Properly packed ice, such as Union, does not crystalize when crushed to fill the holds of fishing ships. Each fragment is a solid piece with all of its original refrigerating qualities intact within it.

So—when your profits depend so largely upon how your ice "holds" be sure you get the best—specify "UNION".

## THE UNION ICE COMPANY

countered by vessels which have been detained in Baja California ports by local Mexican officers who apparently have been confused by the frequent changes in rules and regulations, Mexican Fishing License Bureau has appealed to Ernesto Laveaga, chief of the Mexican treasury service in San Diego, and through his co-operation has caused to have the following signed statement stamped at the top by each fishing permit now issued to purse-seine craft which go to sea with the understanding that they will pay full duty upon all fish unloaded at the time of their return to California cannery ports:

### TAKE NOTICE—

That whereas this vessel has clearance to the fishing banks, and has accepted the obligation to pay full duties (exploitation, exportation, etc.), therefore the obligation of making formal entry at any Mexican port is not imposed upon it.

Signed: ERNESTO LAVEAGA,  
Chief Fiscal Commissioner.

Pending settlement of the purse-seine flat-rate issue, turn-table craft are finishing the final days of Cabo San Lucas in-shore seining by paying \$26.67 duty on each ton of tuna landed. At this high tax rate there is no residual profit either for vessels or crews, which are accomplishing nothing more—those that have not already quit the work—than to sustain themselves until such time as blue-fin tuna shall appear in areas where they may be taken without payment of tribute to any foreign power.

"ALMOST GOT TOWED into port by an airplane", is the boast of members of the fishing vessel "A-1334," which was disabled for a short time off San Pedro during early April. A transport plane operated by Wilmington Transportation Co. saw the boat and circled down to learn if it was in immediate danger. One of the fishermen, in pantomime, suggested that the pilot take the vessel in tow. Declining to do so, the aviator went on his way, and the crew members had to be content with a ride home behind the United States Coast Guard cutter 259, in command of Chief Boatswain's Mate John M. Peterson.

"PRINCESS ENA," formerly operated by Canadian Pacific Railway, has been sold in Vancouver, British Columbia, to be used as a fish station and cannery tender off the coast of western Canada. The sale was effected during the latter part of April, the new owners intending to make necessary changes in the vessel at once.

## "Miles Made"

*Flax*

**Salmon Twine**

*and*

**Gill Netting**

**MILES LINEN CO.**

*Salem, Oregon*



*This division of FISHERMEN SECTION  
is official publication for Purse-Seine Fisher-  
men's Association of Seattle, Washington.*

# NORTHWEST



**TARR & WONSON, Ltd.**, Gloucester, Massachusetts, recently celebrated commencement of its 70th year in the manufacture of copper bottom marine paints. The firm was established in 1863, and today its brown copper paint and red racing compound are said to be sold in every civilized, maritime country in the world.

A. S. Wonson, grandson of the founder

of the business, became general manager of Tarr & Wonson, Ltd., in 1929 and holds that post today.

Distributors for the company on the West Coast include: C. J. Hendry Co., San Pedro, San Francisco, Terminal Island and San Diego, California; W. P. Fuller Co., in the more prominent coastal cities; Weeks-Howe-Erickson Co., Inc., San Francisco; Jones-Moore Paint

House, Inc., San Diego; Fellows & Stewart, Inc., Wilmington, California.

Capt. Robinson, whose cruise around the world in the 32-footer "Svaap" has occasioned considerable comment in maritime circles, tested a number of paints on his two-year voyage. According to Tarr & Wonson officials, he found this company's products the most satisfactory of any on the trip.

**PHIL H. GREEN** of Burton, Washington, again will serve Purse Seine Fishermen's Association of Seattle as president. Green was named to the important post of chief executive of the association at a meeting held in March. Other officers, chosen at the same time, were Peter Jugovich, Tacoma, vice-president; Lee Makovich, Gig Harbor, secretary; Martin Johnson, Seattle, treasurer. Members of the executive committee for 1932 are George Jurich, Seattle; Peter Jugovich, Tacoma; Andrew Gilich, Gig Harbor; Peter Xitco, Bellingham, Tony Sworanic, Eagle Harbor; Iver Johnson, Paulsbo; Exel Enquist, Pearson; Paul Martinis, Everett; Dick Suryan, Anacortes.

**NELS JOHANSEN**, halibut fisherman and member of the crew of the schooner "Mitkof" of Petersburg (Alaska), was drowned early in April when he fell while going aboard his ship. The accident occurred late in the evening and no witnesses saw the 50-year-old man drop into the water. His body was found the following day.

**"SUMNER,"** 61x18x7½-foot vessel belonging to Frank Lloyd, was destroyed by fire in Wards Cove (Alaska) early on the morning of April 7. No one was known to be aboard at the time, nor is any other cause for the blaze given. Although the boat was without an engine,

the owner having gone south to secure one, it was valued at approximately \$6,000, only a part of which was covered by insurance.

"Sumner" was built in Seattle in 1912 and used in the halibut fishery. It had been purchased shortly before its destruction to be used as a cannery tender and was being rebuilt for that purpose.

**STORMS** of considerable violence swept the Washington coast during late March and early April, causing trollers operating out of Westport (Grays Harbor) to remain at their docks. Several were damaged, chief among these being the "Nebraska."

Capt. William Payne of the "Nebraska" was passing Pt. Chehalis on March 30 when he saw the "L-401," troller owned by Capt. J. Johnson, disabled and drifting on to the beach. Capt. Payne swung in close to give assistance, was caught in the surf and his boat also hurled against the shore. United States Coast Guard men succeeded in pulling the "L-401" off before it was destroyed, but the "Nebraska" is a total loss.

**CAPT. NELS PEDERSEN** of Prince Rupert, owner and master of the halibut schooner "Ternen," died in Prince Rupert General Hospital on April 22. Capt. Pedersen was said to be unusually popular and well-liked among halibut fishermen of British Columbia.

**DIESEL FILTER Co.**, Astoria, Oregon, announces that its "Sentinel" oil-purifying equipment has been installed aboard the new electrically-welded diesel tanker "Lucy," built at Brewer Dry Dock Company's plant in New York. The Astoria product will be used on both fuel and lubrication oil.

"Lucy" is considered one of the finest ships of its type now in service.

Diesel Filter Co. also recently shipped one of its filters to Vancouver, British Columbia, for installation aboard the tug "Belle" of that port. Burrard Iron Works is British Columbia distributor for "Sentinel" equipment.

**AMERICAN PAINT & Varnish Manufacturers' Association** on April 5 was named winner of the 1931 award of American Trade Association Executives. The award, said to be the most coveted honor of the trade association field, is given each year to the group reporting accomplishments considered most valuable to the public, to its own industry and to industry at large. The unanimous decision of the jury was written by United States Secretary of Commerce Robert P. Lamont. Other members of the jury were Walter Dill Scott, president of Northwestern University; Francis P. Sisson, National City Bank; Merle Thorpe, editor of Nation's Business; Owen D. Young, chairman of the board of General Electric Company.

This division of FISHERMEN SECTION is  
official publication for West Coast Fisheries  
Association.

## NO. CALIFORNIA



"Juneta," Columbia River salmon beach-seine tug, powered with a Hall-Scott gas engine

### Engines Set Record

**O**PERATORS of moderate-sized fishing craft frequently are puzzled as to what type of engine should be employed in their boats. Economy, reliability, versatility and other factors, important in large ships, become doubly worthy of consideration in vessels of smaller dimensions.

To these boat-owners the record recently made by gasoline engines from the factories of Hall-Scott Motor Car Co., Berkeley, California, will be of considerable interest. Sixty-five Hall-Scott gasoline engines now are in use in "water

taxis", used as means of transportation on the bays of Los Angeles-Long Beach Harbor, Balboa-Newport Beach Harbor, San Diego Harbor and between Los Angeles and Santa Catalina Island. Forty-five of these are found in the Los Angeles-Long Beach district.

"These engines average 200-hp., and the majority of them are of six cylinders," states Leo L. Lynch, manager of the Los Angeles branch of the Hall-Scott company. "At a cruising rate of 1400 r.p.m., giving the boat a cruising speed of 15 or 16 m.p.h., these units burn about 10

gallons of gasoline per hour. The boats have a maximum rate of 1800 r.p.m. and attain an approximate speed of 20 m.p.h.

"As a rule, these engines run between 1,000 and 1,500 hours before valves are ground, and usually get between 2,500 and 3,000 hours before rings are replaced. However, we have a number of equipments which have run in the neighborhood of 5,000 hours before rings were replaced or connecting rods adjusted. Main bearings are adjusted or replaced after from 5,000 to 8,000 hours of service. When the United States Fleet is in Los Angeles Harbor, these water taxis operate from 16 to 24 hours a day for months at a time, which indicates that it doesn't take long to build up hours of service."

Indicative of the satisfaction given by these engines is a letter received during April from C. Casey of West Seventh Street Water Taxi, Long Beach. "We are pleased to tell you," says the writer, "how highly satisfactory Hall-Scott motors have proven in our water taxis. We have them in all of our boats and recommend them as being very efficient and economical. During the year 1931, these boats ran on an average of 12 hours per day for 300 days at approximately 1400 r.p.m. without a breakdown or overhaul."

Hall-Scott Motor Car Co. also reports recent installation of a gas engine in the boat "Aerial", owned by Geo. C. Thomas, Jr., and used for sport fishing.

**SHARPLES SPECIALTY CO.** of Philadelphia, Pennsylvania, has announced a new model oil-purifier designed to remove undesirable sediment and similar materials from diesel fuel and lubricating oils. It is to be known as the "En Bloc" model, and is to be a complete unit, including a purifier of high centrifugal force with pumps, heaters, push button controls and accessories, all of which will be mounted on a common base and so piped and wired together that the installation will require but two pipe and one electrical connections.

The Sharples super-centrifuge used in the machine develops a force of over 13,000 times gravity, said to be the highest in use today for such work.

**OPENING** of salmon season at Eureka, California, on May 1, was an event which brought to that port vessels from several other coastal fishing areas. Among these were "H. C. Herget", Capt. Peter Keough, from Seattle; "Ann", Capt. L. R. McDonald, halibut troller of Coos Bay, Oregon; "Francisco" and "Miss Monterey", owned by the Alioto family of Monterey, California.

**DRIFTING DEBRIS** off the coastline of Northern California is making considerable trouble for paranzella trawler crews of San Francisco's large wholesale dealers. Unusually high water in coastal streams is said to have brought down a miscellaneous collection of bits of wood and other objects which damage the trawls and necessitate frequent repairs. It is hoped that the condition is only a temporary one.

### Cotton Netting

Made from PORTERDALE SUPERIOR SEINE TWINE. Knit to precision in any size mesh and thread.

We use PORTERDALE SUPERIOR SEINE TWINE, because it is best.

Our factory is equipped with the most modern and up-to-the-minute machinery, which insures accurate workmanship.

Netting for Haul or Drag Seines, Purse Seines, Gill Nets, and all purposes.

### THE FISH NET & TWINE CO.

JERSEY CITY, N. J.

Coast Representative: JOHN H. DAVIS CO., 36 Spear St., San Francisco

This division of FISHERMEN SECTION  
is official publication for Monterey Sardine  
Industries, Inc.

# MONTEREY

## FISHERIES SHORE GUIDE

### NORTHERN CALIFORNIA

#### Boat Builders

ANDERSON & CRISTOFANI.  
Boat Building and Marine Ways.  
Satisfaction Guaranteed.  
Innes Ave. & Griffith, near Hunter's Point.  
Phone Mission 6961, San Francisco.

D. LABRUZZI.  
Fishing Boats and Cruisers.  
2905 Jones St., Fishermen's Wharf.  
San Francisco, Calif.

#### Fresh Fish Brokers

S. TARANTINO & SON.  
Fresh Fish Brokers.  
Specializing in Sardines.  
Fishermen's Wharf, San Francisco.

#### Fresh Seafood

DAVI FISHERIES.  
Striped Bass, Salmon.  
Shad and Catfish.  
Operating My Own Boats.  
Pittsburg, Calif.

FRANK SPENGER CO.  
Crabs, Shrimps, Fish, Sardines.  
Cocktails—Sporting Goods.  
Berkeley, Calif.

#### Marine Equipment

ETS-HOKIN & GALVAN.  
Marine Electricians.  
Marine Equipment.  
San Francisco—Wilmington.

#### Marine Hardware

CINCOTTA BROS.  
Marine Hardware and Fishing Supplies.  
444 Bay Street, San Francisco.

#### Nets and Twines

CINCOTTA BROS.  
Purse Seine, Half Ring and Lampara  
Nets. Bait and Crab Nets. Complete  
stock—Soft, Medium and Hard Laid  
Twines  
444 Bay St., San Francisco

#### Propellers

Built, Repaired, Repitched for any Ship  
afloat.  
PITCHOMETER PROPELLER CO.  
2112 Chestnut St., Alameda, Calif.

#### Paint

### International

Marine Compositions  
Anti-Corrosive, Anti-Fouling  
and Boottopping for iron and  
steel vessels.

### International COPPER PAINT



for wooden vessels

CALIFORNIA DISTRIBUTORS

C. G. CLINCH & CO., Inc.

49 DRUMM ST., SAN FRANCISCO

Branch: 116 Seventh Street  
San Pedro

#### Supplies

TARANTINO BROS.  
Mail Headquarters for Purse Seiners.  
Fishermen's Supplies—Groceries and  
Tackle.  
373-9-A Taylor St.,  
San Francisco, Calif.

## MONTEREY

#### Marine Engines

RUSSELL MARINE SHOP  
Factory Representative—  
ATLAS IMPERIAL DIESEL ENGINES.  
Evinrude Outboard Motors.  
Fishermen's Wharf.

#### Salt

MONTEREY BAY SALT CO.  
High Grade DEEP SEA SALT.  
Coarse Ground Varieties.  
Moss Landing, Monterey County.

ADVOCATES of an extension of 400 feet to the breakwater now under construction at Monterey, California, were to present their case at a hearing held on May 2.

When bids were received for the big barrier which was to be built by the federal government as an aid to shipping, a shelter for Monterey fishing fleets and a source of pleasure for yachtsmen, it was found that only approximately two-thirds of the money set aside by congress for the project would be needed. It was at that time that City Manager R. M. Dorton, Mayor J. P. Sandholdt and others set afoot a movement to spend the surplus money in making the seawall longer.

An early hearing proved disappointing, but advocates of the extension refused to be daunted. During April Dorton went east to Washington, D. C., where, in company with Congressman Arthur M. Free of California, he appeared before the rivers and harbors committee of United States House of Representatives and presented arguments for the enlarged barrier, pointing out not only the benefits to shipping, boating and fishing interests which would be provided, but also the economy in doing the work now, when facilities are at hand. The house committee then passed a resolution ordering a review of the previous decision upon the subject.

At the meeting early in May, farmers, cannerymen, fishermen, business men, yachtsmen and local governmental officials were to be present to give federal engineers their arguments for lengthening the breakwater. Among fishermen to be present will be the following officials of Monterey Sardine Industries, Inc.: Antonio Crivello, president; K. Takiguchi, vice-president; Sal Colletto, secretary; F. E. Wood, office manager; Joseph Cusenza, manager.

MONTEREY BAY salmon season opened on April 1 and will remain open until June 30. Early catches were not particularly large, but the fish were reported to be in fine condition.

"SWEET II" struck some submerged object while entering Fish Harbor, suffering damage which necessitated a haul-out on the ways of Harbor Boat Building Company, where keel, shoe, shafting, stern post and propeller were repaired.

"WHITE STAR," tunaship of the Van Camp fleet, struck the beach during its first trip of the season and on returning to Fish Harbor had to go on the ways at Harbor Boat Building Company while receiving repairs to keel and shoe.

"BELLE ISLE," 95-foot tunacruiser belonging to Capt. John Gabelich of San Pedro, had extensive mechanical work done during April by Thomas Machine Works, Fish Harbor: Removed 1-way clutch on 35-kw. generator and substituted positive drive; re-wound ice machine motor; overhauled 6-cyl. 560-hp. Western Enterprise main diesel and 3-cyl. 45-hp. auxiliary; removed power-circuit conduits that had been flooded by bilge water, dried them out, and reinstalled them.

## DEPRESSION

means

## PROGRESS

to the business man who uses  
up-to-date methods and pro-  
gressive ideas. Latest news  
of the fisheries is found in  
West Coast Fisheries mag-  
azine.

Subscribe Now

# FISHERIES SHORE GUIDE

## SAN PEDRO—WILMINGTON

### Auto Bodies and Tops

SAN PEDRO BODY & TOP SHOP.  
Commercial Body Building.  
Radiator Repairing.  
130 N. Pacific Ave. Phone 3689.

### Electric Contractor

SAN PEDRO ELECTRIC CO.  
Wiring, Fixtures, Lamps.  
Supplies, Repairs.  
263 W. 6th St. Phone 884.

### Machine Work

ENGINEERS  
MACHINISTS  
B STREET MACHINE WORKS  
KELLEY METALS Phone 1666  
527 West B St., Wilmington, Calif.

### Marine Hardware

**MARINE  
HARDWARE CO.**

#### FISHERMEN'S SUPPLIES

Distributors of "Gold Medal" Cotton  
Netting

509 Beacon St. Phone 3220

San Pedro

### Marine Ways

#### MARINE WAYS

Expert Boat Repairing  
on

Wood or Steel Hulls  
Handle up to 100' in length on  
Marine Ways

Fishing and Pleasure Boats  
For Sale

#### COAST BOAT WORKS

1 Block South Coast Fishing Company  
WILMINGTON CALIF.

### Physicians-Surgeons

DR. JOHN G. NORMAN.  
129 West Sixth Street.  
Office Phone 1636; Res. Phone 3621.

### Radio Service

JOHNSON RADIO SERVICE.  
362 6th St., San Pedro.  
Majestic Radios, Radio Tubes and  
Batteries.  
Expert Service—All Makes Radios.

### Ship Blacksmithing

SAN PEDRO IRON WORKS.  
W. H. Smith, Proprietor.  
Acetylene Welding and Cutting.  
Phone 311. 242 No. Harbor Blvd.  
San Pedro, California.

### Steamship Agent

W. H. WICKERSHAM & CO.  
Custom-House Broker.  
Steamship Agent.  
109 W. 7th St. Tel. 2498.

### Typewriters

CHARWOOD TYPEWRITER CO.  
Sold, Rented, Repaired, Exchanged.  
Prompt, Expert Service.  
274 W. 6th St. Phone 115.  
San Pedro, California.

### For the

CANNER  
FISHERMAN  
FISH WHOLESALE  
FISH RETAILER  
BROKER  
JOBBER  
EQUIPMENT  
PRODUCER  
EQUIPMENT  
DISTRIBUTOR

West Coast Fisheries maga-  
zine is indispensable. It's  
well-written articles and ad-  
vertisements of substantial  
business firms make it the  
choice of the fisheries indus-  
tries.

Send in your check for \$2  
today to

WEST COAST FISHERIES  
Terminal Island, California

### ANTOLA-LARSON WEDDING

MISS ELLIE ANTOLA and Arnold Larson were married at a strictly private wedding which took place in the Presbyterian Manse at San Pedro, at four o'clock on the afternoon of Tuesday, April 12. The bride is known to thousands of commercial fisheries people from the circumstance that for a year or more she has been secretary in the Terminal Island office of California Commercial Fisheries Bureau. Larson likewise has a wide acquaintanceship among the canneries, he being employed in a local post office.

Miss Edna Mae Morris, formerly an employee in the California Fisheries Laboratory, was maid of honor; Ralph Larson, brother of the groom, was best man. The only others to witness the simple ceremony were immediate members of both families.

Wedding dinner was served at the home of the bride's parents, the party consisting only of those who had been present at the ceremony. Immediately afterward the couple left, by automobile, on a coastwise tour to Portland, Oregon. They stopped at Fresno, San Francisco and at Eureka, where the bride had been born. Returning from Portland the Larsons will visit Yosemite Valley, arriving in San Pedro by May 1.

Meanwhile, during the absence of Ellie from her accustomed desk, Annie Gillespie Croker—who only recently returned from her own wedding trip in the north of the state—is pinch-hitting in her stead, and maintaining order in the local office of the bureau.

S. S. "MAJOR EVAN THOMAS," tugboat formerly belonging to Fort McArthur, San Pedro, was purchased by Harbor Boat Building Co., Fish Harbor, by closed bid during April. The vessel is 110 feet long, has 250 steam horsepower, logs 11 knots, has a large hold forward, carries handsome accommodations for a large crew and is in excellent state of preservation. Only a short while ago Harbor Boat was employed to recondition and overhaul the ship, and did a thorough job of it. Knowing its intrinsic worth, the firm submitted a bid when advised of the government's intention to dispose of the ship, and thus came into possession of it. Since the tug has been removed from the fort to the Harbor Boat moorage in Fish Harbor, large numbers of would-be purchasers have visited the offices of the firm. As yet it has not definitely been decided whether to sell the vessel, put it into trade, or operate it as the property of an especially-organized company. There are projects afoot to make of it an anglers' barge, a Mexican patrol boat, a Baja California passenger-and-freight coaster, and a fish carrier from Sebastián Vizcaino Bay.

"NO RENT, NO STAY," was announced as the motto of Los Angeles Board of Harbor Commissioners to Japanese members of the little Shinto temple on Terminal Island, California, when it was learned that the congregation was \$130 back on its \$15-per-month payments. Cannery workers and fishermen who make up the temple's membership managed to raise \$25 and thereby secured the safety of their place of worship for a short time longer.



*This division of FISHERMEN SECTION  
is official publication for San Pedro Fishermen's Cooperative Association*

# SAN PEDRO

**HARBOR BOAT BUILDING Co.,**  
Fish Harbor, succeeded in pulling "Maybelle," party fishing craft, from off the sands of Hermosa Beach where she was cast up after dragging her ground-tackle during the big gale of April 18. "Maybelle" is a 40-footer, formerly a sardine lampara netter, and now is a unit in the A. J. Larson fleet of sport craft. The position of the wreck seemed hopeless, but the crew from Harbor Boat succeeded in floating the vessel, and now it is being repaired in the Fish Harbor yard of the salvors.

"DETROIT", 65-foot purse-seiner belonging to Capt. Andrew Zamberlin of San Pedro, was lost in middle April when it caught fire, burned, and foundered in breakers at the west end of Santa Catalina Island.

"We were making a haul on a large school of big barracuda," says the skipper, "when we saw smoke coming up from the engine room. Every man made a run for the fore-castle, trying to save his clothes, but the whole engineroom was ablaze and all my hair caught fire when I tried to get through the door."

The men abandoned the burning vessel, which drifted into the heavy breakers and against the rocks, where it filled and sank. Twenty minutes later the cast-aways were picked up by the purse-seiner "Peter Pan", which had been trying to get its net around the same barracuda school, on the other side of the point. "Detroit" is a total loss, and nothing will be salvaged.

"SOUNDINGS" is the name of a new publication "issued now and then" by C. A. Woolsey Paint & Color Co. of Jersey City, New Jersey. F. D. Pettit, salesmanager of the well-known marine paint firm, is editor of the four-page booklet, which contains information about the Woolsey line of paints and also about members of the Woolsey family of officers, employees and representatives. "This publication was mailed direct to thousands of dealers in marine paints all over the United States," says Pettit. "It is not our intention to publish it at any definite period, but occasionally as the trade demand seems to indicate."

The first issue contained an article on "Toxicop", an editorial, a list of Woolsey products and a number of small items of a chatty nature.

**AN ANNUAL REGATTA** for fishing vessels operating out of San Pedro, Wilmington, Long Beach and Newport, California, was proposed by D. M. Callis, staff commodore of Long Beach Yacht Club, in a recent talk before members of the San Pedro Twenty-Thirty Club. Callis pointed out that such events occupy prominent places in marine calendars of Atlantic Coast ports and that they could be made of similar importance in the West.

**HARBOR BOAT BUILDING Co.,**  
Fish Harbor, is completing extensive repairs to the purse-seiner "Flamingo." Coincident with other work, a new crank is being installed in the main diesel.

## SEA-SEAL



### CAULKING COMPOUND

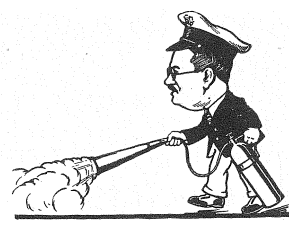
The Waterproof "SEALASTIC" Seam Filler

### IT KEEPS OUT THE WET

Elastic - - - - "Sealastic"

For Sale by Marine Supply Distributors at all Pacific Coast Marine Supply Ports.  
Manufactured by

**H. R. HUNT PUTTY MFG. CO.**  
Los Angeles, Calif.  
H. A. B. SNEVE CO., Sales Representative  
Seattle—San Francisco—Los Angeles  
New Orleans



# LUX

## CO<sub>2</sub>

# FIRE SYSTEMS

(Underwriters Approved)

**Automatic and Manual Systems**  
**LUX & FYRFREEZ**  
**Hand Extinguishers**

---

**THE FATHOMETER**  
**VALCOLITE CLEANER**

---

**YNCHAUSTI CORDAGE**

---

*Distributor for*  
**NEW JERSEY BOTTOM PAINTS**  
**Agents Being Appointed**

---

*Specializing in*  
**FISH BOAT REFRIGERATION**

---

## PAUL W. HILLER

**M. E.**  
**WILMINGTON**

**334 Broad St.** **Phone 1416**

# THE C. J. HENDRY COMPANY

*Pioneer Ship Chandlers and Fishermen's  
Supply House of California*

## Ederer Netting ---for All Kinds of Fishing

Our California Distributor  
**C. J. HENDRY CO.**

carries in stock purse seine, round haul  
and gill nets, for Tuna, Barracuda,  
Mackerel and Sardine seining.

*Ederer Netting Is Cheapest  
Because It Is Best*

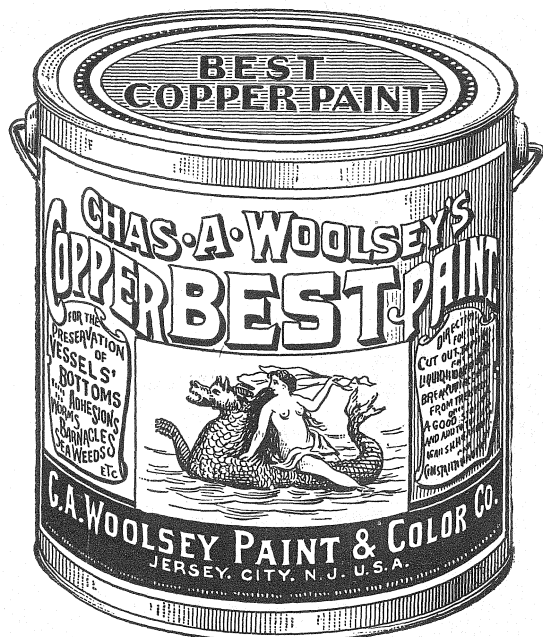
**R. J. EDERER CO.**

Main Office and Factory  
540-548 ORLEANS STREET  
CHICAGO, ILLINOIS

S. S. "MARTHA BUEHNER," floating shrimp-freezer and mother ship to a fleet of beam-trawlers, is reported to be making preparations for an imminent return to San Pedro headquarters of Shin Shibata, owner. In its DeLuxe Reference Number, WCF reported the commissioning and departure of "Martha Buehner" for the famous Mexican shrimp fishery at Topolobampo, Sonora, it being expected at that time that the vessel would return in six or seven weeks. Much delay was occasioned when Mexican customs officials detected technical errors in the ship's papers, long delays being occasioned in the consequent negotiations. All these difficulties now have been settled, and the ship will probably be enroute home by the time these words are printed.

Information from the Gulf, forwarded to the offices of WCF, conveys the impression that "Martha Buehner" has a considerable cargo of shrimps on board, but that the ship would proceed to Guaymas for special clearance to Santa Clara del Colorado, there to take aboard 100 tons of totuava for completing its fare. Shin Shibata states that there is no foundation for this report, and avers that his refrigeratorship will proceed directly to San Pedro after clearing from Guaymas.

**UNQUESTIONABLY  
THE BEST — SINCE 1853**



**STILL RETAINS ITS SUPREMACY  
THE WORLD OVER**

# ROPE

## WATER REPELLENT

Flexibility, ease of handling, low absorption and minimized swelling are features of **WATER REPELLENT EXTRA SUPERIOR MANILA** is integrally **WATER REPELLENT**, departure, is applied to every fiber, seals every fiber cell to the moisture or water that attempts to enter the rope. **EXTRA SUPERIOR MANILA** is integrally **WATER REPELLENT**, not dipped or coated on the exterior as a temporary matter. Immerse **EXTRA SUPERIOR MANILA** and learn of its flexibility, wet or dry, during its entire life.

**TUBBS  
CORDAGE COMPANY**

*San Francisco, California.*

*This division of FISHERMEN SECTION  
is the official publication of American Tuna  
Fishermen's Association*

# SAN DIEGO

**FINLAY M. DRUMMOND**, president of Ingle Manufacturing Co., San Diego, announces the appointment of two new distributors for his well-known line of Ingle marine ranges. L. T. Critchlow has been appointed Ingle agent for Monterey, while R. L. Prewett will represent the firm in Santa Barbara, California.

**"CONTE VERDE"** came into San Diego on the morning of April 27, unloading a fare of yellowfin, and proceeded immediately to the marine railway of San Diego Marine Construction Co. to be hauled out. While cruising for tuna near to shore the ship had struck rocks, shearing away parts of the iron-bark facing on the keel. What other damage may have been sustained had not been determined by the surveyors at the time of this writing.

**"DEL MONTE"**, live-bait craft, was hauled out in the Campbell Machine Company yard at San Diego for extensive repairs during late April. Dave Campbell, who supervised the work, says that they repaired the bait tanks, re-set the ice machine, put in a new auxiliary gasoline engine, and re-aligned the main diesel. "She has been hit twice on the stern," says Dave, "once by the 'Curtiscor' (Mexican patrol boat 'S.A.F. No. 1'), about two years ago, and once by the 'Trojan' who struck her on the other side about a year ago, cutting clear through the clamp, so that the stern sagged a little."

**"GOLDEN WEST"** tugboat of San Diego, was given its biennial engine overhaul in the yards of San Diego Marine Construction Company. "She has a Fairbanks-Morse engine," says Bruce L. Davis, chief engineer of the yard. "Every two years she comes in here to have her engine gone over. It's a remarkable thing to see how those Fairbanks engines keep running and running with almost no care at all. We have some of them in our own tugs, you know."

**"MOLOKAI"** steamer under charter to Marine Trading Corp. and running from Los Angeles and San Diego harbors to Mexican ports, recently installed a new Ingle oil-burning range. The installation, a No. 118, was put aboard at San Diego, where it was manufactured in the plant of Ingle Manufacturing Co., of which Finlay M. Drummond is president. Officers of the "Molokai" are Capt. W. W. Keene, owner and chief engineer, and Capt. G. Stevens, master.

**"FLYING CLOUD"**, tunacruiser, struck a submerged reef off Perico Point, Baja California, and drove ahead with such force that it careened entirely over the ledge and floated again in deep water on the other side. In the procedure, however, the rocks of the reef gouged away the rudder-shoe, permitting the stock to drop down, jamming the quadrant in a "hard-over" position. This rendered impossible the use of the engine, for the only result of attempting to run was to drive the vessel in repeated circles. The wind being off-shore, "Flying Cloud"

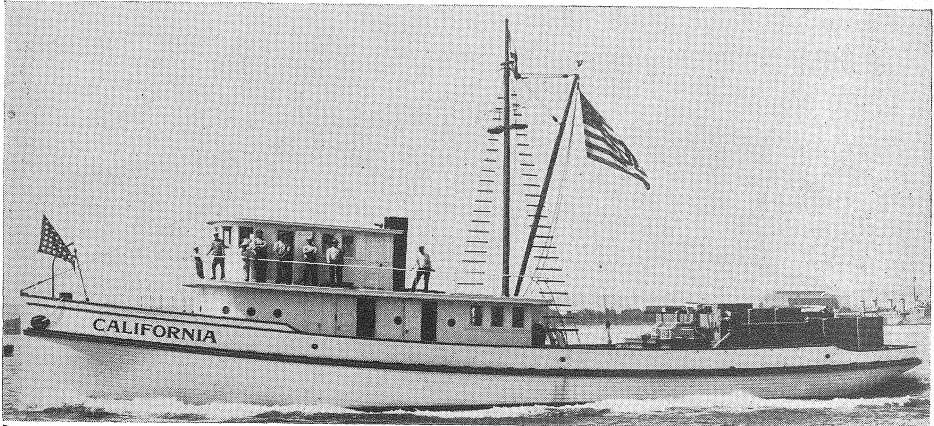
began rapidly to drift to sea, and the coast being infrequented, the situation was grave. It happened, however, that "Alert" came cruising down the coast, discovered the plight of its associate, and towed the unfortunate into safe anchorage. From Cabo San Lucas a wireless appeal was sent to San Diego, and Charles B. Briggs, marine insurance adjuster, sent the Star & Crescent tug "Palomar" to the rescue.

"Flying Cloud" is manned by Japanese who are affiliated with Ocean Industries of America, Inc., the large firm of orien-

tals which operates into Mexico and upon the high seas from San Diego as a base. By unusual circumstances "Alert," which was first to discover the serious situation of "Flying Cloud," likewise has a Japanese crew, and belongs to the same mother company.

Thirteen hundred dollars worth of repairs were made by San Diego Marine Construction Company.

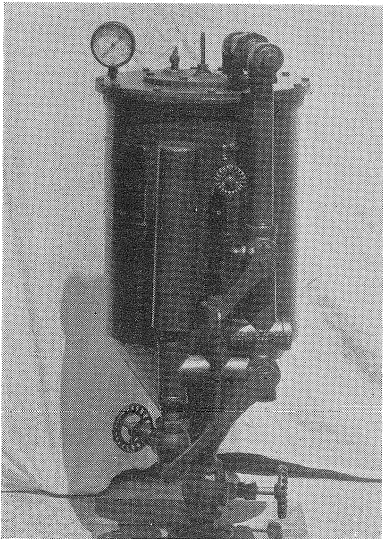
**"PALOMAR,"** diesel tug and salvor of Star & Crescent Boat Company, San



*A "Sentinel" filter is installed aboard this tunaship*

## Don't Throw Away Good Lube Oil!

LUBRICATING OIL does not wear out, but loses its value chiefly because particles of carbon, dust and other abrasives are picked up by it and carried through the machinery it is supposed to protect. When oil becomes so contaminated, it must be replaced, even though its lubricating qualities are as great as when it first was put into the engine. This means inconvenience and loss of money to the operator.



A SENTINEL filter, when installed in an engine room, continuously removes all foreign substances from oils which pass through it, thereby keeping lubricants fresh and clean and lengthening their life many-fold, as well as preventing much damage to machinery. Can you afford to throw away good oil when a SENTINEL filter will conserve it for you? Write or wire for further information.

## DIESEL FILTER COMPANY

ASTORIA, OREGON

*Distributors*  
Paul W. Hiller, M. E., 334 Broad Ave., Wilmington, Calif.  
L. T. Critchlow, Marine Machine Shop, Monterey, Calif.





**"Big Chief"**  
**COTTON GLOVES**  
*for All Fishermen*

—with Indian Head trade mark. The word Fisherman on the label insures this special glove. See that you get it.

*On Sale at Marine Supply Stores*

Also CANNERS' GLOVES in light-weights—Japs', Boys' and Ladies' sizes carried in stock for immediate delivery.

**SEATTLE GLOVE CO.**

*Seattle, Washington*

*Wholesale Only 519—12th St. South*

Diego, was overhauled in the San Diego Marine Construction yards and put back in the water just in time to be dispatched to Cabo San Lucas to assist the tuna-cruiser "Flying Cloud" into port. This was the longest tow ever made for a tunaship, all accidents heretofore having by chance taken place off Turtle Bay or points nearer to United States. With vessels frequenting equatorial latitudes, it is inevitable that some day a tug will have to go to Clarion, Clipperton, Cocos,

Galapagos or Malpelo for a broken-down fisher.

**SUPREMELY MYSTERIOUS** "Supreme," old-style tunaboat of San Diego, has returned from its semi-secret jaunt into Mexico—the trip announced in WCF for March. Limping along under jury tackle, and with only one man aboard, the vessel at last arrived at the railway of San Diego Marine Construction Co. and there was hauled out for repairs.

"She was insured by the Gilbert C. Van Camp Agency," states Charley Briggs, marine adjuster of San Diego, "and damage to the vessel amounted to about \$1,100. Apparently they put her on the beach at midnight of March 2, although what they were doing cruising around at that hour of the night is more than I can say! Anyway, they got her high and dry, and young Gifford, who is head of the Gifford Olive Works of San Diego, made pictures of her without a drop of water anywhere near. E. Van Loon, the captain, reported that he jettisoned the fuel oil, and on the next high tide she floated off. The 'Oceana' happened along just then and took off the crew, so Van Loon brought her home alone."

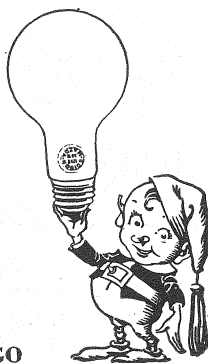
"We straightened out her tail-shaft," states Dean B. Johnson, superintendent of San Diego Marine Construction Co., "made repairs to the keel, put in new planking, repaired the tanks, and replaced broken piping. Then, too, the rudder had to be rebuilt, and of course the propeller was badly bent."

*Buy*

**EDISON  
MAZDA  
LAMPS**

**COAST  
ELECTRIC  
COMPANY**

**SAN DIEGO**



**T**HIS Home Owned and Operated Bank is appreciative of the Patronage received from Fishermen and the Fisheries Industry.

**SECURITY  
TRUST & SAVINGS  
BANK  
OF SAN DIEGO**

Main Office, S. W. Cor. Fifth Ave., at E, San Diego, Calif.

**BRANCHES**

Fifth at University Ave., San Diego  
Chula Vista and Escondido

**CAMPBELL  
MACHINE CO.**

BOAT BUILDERS — MARINE WORK  
Foot of Eighth St. San Diego

**AMERICAN  
FISHERIES CO.**

*Always Ready*

**Two Automatic Ice  
Crushers**

*Instant Service*

**New Fishermen's Wharf  
San Diego**

H. K. SHOCKEY, Prop.

**Shockey Boiler  
Works**

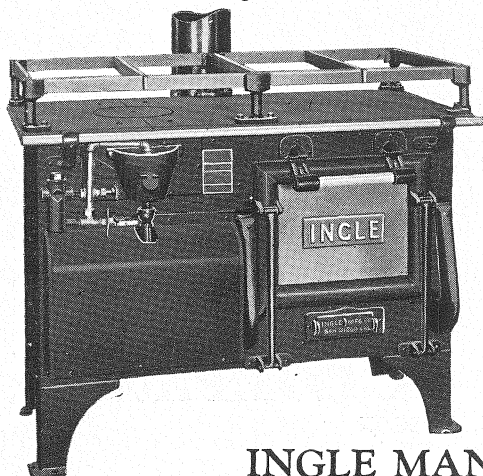
**FUEL OIL TANKS**

*Also Fish Cookers  
for the Canning Trade*

125 Market Street  
SAN DIEGO, CALIF.

Phone Main 4448

**Thrifty Fishermen Choose**



**INGLE**

**DIESEL OIL  
GALLEY RANGES**

Made for every size of vessel afloat and every climate. *Does not* require any motor, compressed air or steam. Simple to install and operate.

**Economy—Efficiency  
Endurance**

**INGLE MANUFACTURING CO.**

**San Diego, California**



# FRESH FISH

## Lent Shows Moderate Gain

**F**RESH FISH SALES during the recently-ended Lenten season showed a fair increase on the books of practically every fresh fish wholesaler on the West Coast. This gain, however, in many cases was due more to the extra effort exerted by the fisheries executives than to religious observance. The consensus of opinion seems to be that the period preceding Easter still affords a splendid opportunity for increasing the volume of fresh fish sales but that this increase must be secured on the basis of the value and quality of fish rather than the religious importance of seafoods.

Southern California fish shippers enjoyed a good volume of business during the 47-day period of observance this year but were unable to notice any great variation between sales at that time and the days preceding it. "Our business continued about the same as usual," states one of the fish merchants occupying the municipal markets in San Diego. "Sales were good before Lent began, and we were content to let things go on that way."

### Fish Plentiful

"We were fortunate in having lots of fish during the Lenten season," says Otto Weissich, vice-president of American Fisheries, Inc., San Pedro. "But I couldn't see much difference between this time and any other during 1932. It always seems to be the case that we have plenty of fish and no orders or lots of orders and no fish."

"Undoubtedly many people eat more fish during Lent than at other times because their religions require it. On the other hand, many who are not religious seem to eat less seafood than usual in order that others will not think them influenced by religious creeds. That makes the volume more or less balance up at the end."

### Northern California

"Business with us has been fairly good but not like the old Lenten seasons," declares Azzie Meredith, secretary of Meredith Fish Co., Sacramento. "If fish had not been so cheap it would have been pretty hard to make any money."

"We do not believe that people live up to observing Lent as they used to do. The younger generation is not inclined to be so religious as was the old."

"Our principal trouble is trying to collect. It seems almost impossible to do that. We have tried to give service in every way, and in sending out our letters we tried to encourage the trade to push fish—which they do—but as business is at a low tide it does not help much."

### No Fish to Sell

Lent did not prove of benefit at Marshfield, according to Charles Feller, president of the firm which bears his name, because no fresh fish was available



Clyde Chase, Coast Fisheries, Reedsport, Oregon

for sale. "We did get a couple of tons of nice fresh ling," he explains, "but there was no sale for them at the time, no matter how low the price. With the prevailing low price on halibut at Seattle I doubt whether there will be any great demand for scrap fish until the market on halibut rises, which latter seems questionable at present."

"There was no salmon in this district during February and March. The Rogue had plenty, of course, but since this river is closed to commercial fishing that does not help. Several halibut boats left port during middle March for the fishing grounds."

### Results from Hard Work

Coast Fisheries, at Reedsport, Oregon, was more fortunate in that it had a good supply of fish, but it required hard work to increase sales volume, according to Clyde Chase, manager.

"We have done a much larger business this Lenten season than we have in previous years," declares Manager Chase, "for the reason that we went out after a much larger volume of business. I don't believe the religious observance has had any great effect on the sales this year. I think the great trouble with the fish business today is the retail merchant. He is not going after business properly. It seems to me he is not advertising his business correctly. He doesn't let people know when he has specials and for that reason he is not selling any more fish. The wholesalers spend a lot of money to advertise their products and unless the retailers carry out this advertising method in their business to let the public know

that they have something special to offer at special prices, it seems to me they are not doing their share to move the volume."

"Consider the chain store and the meat market. Pick up any daily newspaper and see how they advertise. And we notice that the ones which are running the ads in the papers are the ones which are doing the business. But pick up the paper to look for a fish market and there is hardly a one featured. I cannot understand why the retailer doesn't wake up to the fact that he must put his products before the public in an advertising way or he cannot expect to move any more volume next week than he does this week."

### Up to the Retailer

"There is always some kind of fish in season selling at a less price than some other commodity and we feel that this advertising should be carried on by the retailer to push this seasonal fish—to let the public know that there is a bargain to be had in this species. I notice in going over the displays of different markets that they seldom put prices on their fish. The customer coming in must ask the price of every article to find out what he has to pay. In the meat and grocery business every article has a price tag on it. It seems to me that we need to pep up the retail dealer a little if we expect to increase our sales."

"It looks to me as if this is going to be a season of small profits and low prices and if this is true we must move more fish to take care of our overhead and secure our regular returns. And we believe that the only way for us to secure this increase is for the retailer to get out and do his part, a thing he has not done for some time. I would like to see every city newspaper carrying an advertisement for some fish market in its territory publicizing some particular species of fish each week. The daily papers would carry more news and information about fish if fish dealers would give them information and patronize them in advertising. Something in this way will bring back to the industry tenfold the amount invested."

Seattle and Tacoma fresh fish wholesalers were unable to observe that Lent resulted in any considerable increase in shipments. One or two organizations among whose customers those of the Catholic faith predominate showed a good gain, but on the whole the period had little effect.

"I think our eastern halibut sales were benefited by this religious observance," states one Seattle fisheries executive, "although of course it is difficult to determine whether Lent or opening of the new halibut season was responsible for the gain. Our local sales showed no recognizable change."

### Vancouver Quiet

"The Lenten period makes no appreci-

able increase in fish sales," states the manager of one of the largest western wholesale fish dealers (with headquarters in Vancouver, B. C.), which firm also operates a chain of retail stores. "In fact, there is an increase after Lent, because more Pacific species come in season afterward, at cheaper prices. The modern world will not eat salt and dried fish or that which is out of season just to conform with orthodox Biblical custom.

"My thirty years experience brings home the fact that the economic appeal over-rides the orthodox during Lent. Fish dealers should encourage the Lenten idea to be kept in moderation the year around. Instead of fasting for a short period, we should eat more boiled fish to help clear up the blood stream; this applies not only to those following a sedentary occupation but also to manual workers. In this respect the principle of Lenten observance is fundamentally sound and we should capitalize upon it to promote fish merchandising."

"Other Lenten periods have increased our sales, but that has not been the case this season," declares another Vancouver executive, head of six cold storage plants operating in Alaska, Washington and British Columbia, and handling frozen halibut, codfish, fresh and smoked salmon, sablefish, kippers, bloaters, mildcure salmon and dry-salt herring as well as marketing products from 17 fish-packing plants. "I attribute this to the trend of the times rather than to a passing of the fish-eating custom during this period."

#### Price Is a Factor

"Prices during Lent must make a difference," said one distributor with over 400 national selling connections. "At the beginning we were paying fishermen 12 and 13 cents per pound for halibut. In the last week of Lent we were buying at 5 and 6 cents. Obviously our sales would increase, but can you attribute that increase to time-honored custom or to the economic aspect of the situation?"

"The Lenten period is fast dying in the West," observes an executive operating a large cold-storage unit at Prince Rupert with Canadian, American and British selling connections. "Years ago it did make a tremendous difference, but this has been growing less and less each year. It is interesting to note, however, that the province of Quebec, peopled with French-Canadians, has afforded just as good a market this Lenten period as possibly could be expected."

"Folks juggle with their scruples during Lent according to their taste in foods," chuckled a veteran fresh fish manager of a large downtown store. "Recovering from the 'flu', I was so run-down that I needed a meat diet to build me up. This was in the face of a strict injunction of the bishop of my church that Lent was to be carefully observed. I stated my case to the visiting bishop, and he replied: 'Well, take a little more meat, but do a little more praying to balance things.'"

## Too Many "Sea Basses"

By GEO. ROGER CHUTE

"WE QUOTE YOU . . . .", read the telegram. "We quote local sea bass twenty-five Mexican small sea bass twenty-four medium sea bass twenty-three big sea bass twenty-two."

This cryptic message, indefinite and ambiguous, once was typical of wires sent out by Southern California wholesale fish houses to dealers elsewhere throughout the Southwest. If the recipient chanced to be one who was familiar both with Californian and Mexican fish-names, usually he comprehended with sureness what was intended to be said, but if he was a retailer in the Yamhill Public Market of Portland, Oregon, or maintained shop in Butte, Montana, the chances were he would be confused and filled with consternation by so unintelligible a missive.

"What are those Californians trying to say? What do they mean by 'sea bass', 'small Mexican sea bass', 'medium sea bass', and 'big sea bass'?" the marketman would want to know. "Do they mean that all these are different sizes of one kind of fish, or are they talking about different varieties? Are they quoting that big white-meated steak fish that they sent up here last winter, or do they mean those other species that we received from them a couple of summers ago? What's the matter with those Californians, anyway, that they call everything 'sea bass'? Don't they know any other names for fish down south than to call all varieties some sort of 'sea bass'?"

As a matter of fact, the idea that the San Pedro or San Diego wholesaler probably was seeking to convey was that he had for sale fish of four different sorts, four different sizes, and four different prices. When he telegraphed quotations on "local sea bass" he meant California white sea bass; when he referred to "small Mexican sea bass" he intended to signify Baja California corbina; when he spoke of "medium sea bass" he was trying to describe Mexican machorro, from the Mar de Cortez; when he listed "big sea bass" he had in mind 100-pound totuava from San Felipe de Jesús and Santa Clara del Colorado.

But the wholesaler did not use correct and distinctive names for all these dissimilar fishes. He called them all "sea bass", probably not knowing that as a matter of fact they actually are not basses at all, but every one of them a member of the extensive croaker family. His failure definitely to identify each kind by properly naming it left the addressee in mental confusion because of not knowing what the message was intended to convey.

Perhaps the retailer's perplexity would be so great that he felt compelled to wire for further details, whereafter a second telegram would come to him in explanation of what the wholesaler was trying to say. All of this secondary intercommunication was expensive, and would have been obviated had proper identification been given in the first message. Moreover, the quotations themselves were excessively wordy owing to the repetition of the two-word noun, "sea bass", and to the necessity of including such descriptive adjectives as "local", "Mexican small", "medium", and "big". The same information could have been transmitted with far fewer words, and without possibility of mistake, had proper fish-names been used.

Compare the following sample messages, which impart the same information:

1. We quote local sea bass twenty-five Mexican small sea bass twenty-four medium sea bass twenty-three big sea bass twenty-two.

2. We quote sea bass twenty-five corbina twenty-four machorro twenty-three totuava twenty-two.

The first example is composed of 23 words, is ambiguous, and not at all satisfactory. The second telegram consists of only 15 words, and permits of no misunderstandings whatever.

Three years ago the fresh fish trade of the Southwest had no distinctive names for any Mexican fish. The kind that was trucked out from the production camps along the shores of the Gulf

was called "Mexican white sea bass"—and what a profitable thing this clumsy, four-word name was for Western Union and Postal Telegraph! Four words to describe one species of fish! But at this juncture WEST COAST FISHERIES interested itself in clarifying the muddle of nomenclature, and for the first time introduced to American commercial fisheries the correct names of "totuava", "machorro", and "corbina". At first many persons declared that nobody could learn to pronounce such words, and that Americans could not be induced to adopt them, but as against this unsound talk, WCF urged that Americans had learned to employ the Latin name "albacore", the old Spanish name "abalone", and such others as "pómpano" and "barracuda". On the East Coast the fishermen call hard-shelled clams by the Indian name, "quohaug", and weakfish are "squeteague". The American language is composed of words from every tongue in the world, and if we succeed in pronouncing such combinations of letters as Umpqua, Passamaquoddy, Iliiuk, Tachafalaya, Dosewallups, Qlawdzeit, Semisno-pochnoi, Apalachicola, and Ugaguk, surely nobody can say that we are to fail in dealing with such simple Spanish orthography as totuava and machorro.

Experience within the last year has proved the correctness of the stand taken by WCF in urging the unconfusable Mexican names for species of fish originating in Baja California and to southward, for at the present time the word "totuava" has become current with practically all dealers. Fish merchants in Oregon and Texas know that totuava is the world's largest croaker, is white-meated, a remarkable shipper, delicious to taste, one of the finest sorts to bake and weighs about 100 pounds dressed.

"Machorro", another name introduced by WCF, now is rapidly gaining wide usage. Machorro is the male of the totuava kind, it being a peculiarity of this species that the female is about four times the size of her mate. Mexicans distinguish between the sexes of the king

(Continued on Page 50)

*This division of FRESH FISH SECTION  
relates news of distribution and products in  
Alaska, British Columbia, Washington.*

## NORTHWEST

### Halibut Sales Large

ALASKA, British Columbia and Washington halibut deliveries during April were fairly large in spite of curtailment in activities in practically every port of reception. Catches were good and weather conditions satisfactory.

A slight upward rise in prices early in the month sent out a number of vessels which had not been in operation during the latter part of March. When their fares began to come in, the market weakened, and on April 7 three schooners at Prince Rupert refused to sell their fish at six and four cents for mediums and other sizes. Seattle prices at that time were fairly good, landings having been only of moderate size. Alaskan ports also were offering fair prices, mainly through activity of Alaska Halibut Fishermen's Co-operative Association, which was taking a large share of the fish.

Shortly before the middle of the month prices in Seattle were from 7 to 10 cents for mediums and from 3½ to 5 cents for other sizes. Western halibut was valued at only about half those amounts. In Prince Rupert both American and Canadian halibut was selling for between five and six cents for mediums and three cents for other grades. Practically no

deliveries were being received in Ketchikan at that time, offerings being around five and three cents. Later in the month deliveries increased at Ketchikan, and large fares continued to arrive in Seattle, Prince Rupert and other ports.

Few ships were showing sizable profits in their operations during either March or April. A statement to the press early in the latter month gave the following information: 188 men on 33 trips shared \$55.28 per man in a catch of \$10,393.37; 61 men made 12 trips and went in the hole \$1,240.53, an average of \$20.33 loss per man; 249 men made 45 trips and shared \$36.75 on the average with catches of \$9,152.84.

The "Western" reported the best share per man during April when it arrived early in the month and distributed approximately \$400 to each crew member from a catch of 48,000 pounds. "Trinity," arriving at about the same time, sold 35,000 pounds and earned for each crew member \$300. "Onah," selling at Prince Rupert at the first of the month, shared \$190. These figures were exceptions, however, the rule being small profits and in some cases serious losses.

KING SALMON (also called spring or chinook) began to come in from northern waters in increasing quantities during the latter part of March as trollers operating out of Alaska and British Columbia ports grew in numbers. Early prices paid for fish were 10 cents for large reds, 8 or 7 cents for small reds, and 6 or 5 cents for whites. Offerings later dropped to 8½ cents straight for red kings and 4 for whites.

Marlyn Fish Co., Ketchikan, sent out the first buying boat for kings this year when it dispatched the "Beloit" to purchase from trollers on the grounds. Capt. John Knapland was instructed to return twice a week with fares. Red kings of over 18 pounds were to be used for mildcure; under that weight they were to be shipped to eastern markets and sold fresh. This was expected to make the mildcured fish of better quality and also was to furnish Atlantic Coast cities with tasty, high-quality salmon for their tables. By the 20th of the month several other companies had begun buying kings.

The season's operations in trolling have hardly begun yet in Southeastern Alaska," reported Peter Jensen, secretary of Alaska Trollers Association, in a dispatch to WCF on April 11. "Although about half the trolling fleet is out, only small catches are being brought in. No mildcuring has begun yet. The buyers are shipping the fish fresh direct to eastern markets. Prices on red kings are about 10 cents per pound and about three cents per pound on white kings."

Later catches increased and more of the trollers left port. Mildcure operations still were delayed, but a good deal of the fish was being sent to markets fresh. Grays Harbor (Washington) trollers

were bringing in good catches of salmon during March and April. March landings totaled 60 tons, more than in any previous March for several years. During April four buyers were purchasing steadily and three others took fares from time to time. Over 300 boats were operating out of Westport, the port for Hoquiam and Aberdeen. Prices varied widely.

OYSTERS still are holding the spotlight among northwest business men interested in seafoods, although summer is a relatively quiet season for shellfish. Development of new beds is under consideration in many areas.

Rehabilitation of State of Washington oyster lands in Oakland Bay, near Shelton, and in North Bay, near Allyn, Mason County, is under consideration by officials of the state division of fisheries. The Oakland Bay area, which has been non-productive since 1928, has been involved in litigation over damages which oyster growers in the district were attempting to show had been caused by discharges from a Shelton pulp mill.

Governor Roland H. Hartley of Washington, Mayor E. N. Steele of Olympia (who also is president of Rock Point Oyster Co.), Dr. A. E. Hopkins of United States Bureau of Fisheries, and several members of North Pacific Oyster Growers Association visited the beds recently to make a survey of their possibilities. Until 1928 they were valuable sources of spat for the native Olympia oysters.

Fifteen thousand cases of Japanese oyster spat were received on March 24 at Anacortes, Washington, for Padilla Point

Oyster Company. The seed will be planted on beds at Padilla Bay.

Tom, Albert and Ted Pederson, owners of Pederson Oyster Farms, South Bend, Washington, supervised planting of more than a million seed oysters on their Stony Point beds during late March. They report that their entire 1931 production of half a million oysters was marketed successfully through distributors in Seattle, Tacoma and Spokane (Washington), in Portland (Oregon) and in Oakland and Los Angeles (California).

Wholesale Shippers of  
Fresh—  
Frozen—  
Smoked— **FISH**  
Specializing in Puget Sound Salmon  
**Tacoma Fish & Packing Co.**  
1107 Dock Street, Tacoma, Washington



**IMPORTERS  
and  
EXPORTERS**  
•  
Pier D—Seattle

Main Place for Seafood  
Wholesale Shippers

**MAIN  
FISH CO., Inc.**

WE CARRY A FULL LINE  
...OF CALIFORNIA FISH...

Exporters of Gulf Shrimp, Dry Salt  
Salmon and Salmon Caviar

NEW LOCATION SEATTLE, WASH.  
111 RAILROAD AVE. ELLIOT 0681-2

E. J. WHITMAN, President  
**HAINES  
OYSTER CO.**

Est. 1892

**Largest shippers of Shellfish  
on the Pacific Coast**

Puget Sound Scallops, Shrimpmeat,  
Crabmeat, Olympia Oysters, Rock Point  
Oysters, Deep Sea Crabs, Clams and  
All Other Shellfish

Quality Always

Pier No. 12  
**SEATTLE, WASHINGTON**  
Telephone Eliot 0954

*This division of FRESH FISH SECTION  
is of interest to Oregon distributors and pro-  
ducers of fresh seafoods*

# OREGON

**NEHALEM BAY FISH CO.**, Wheeler, Oregon, is marketing smoked salmon, according to Hugo W. Klein, manager. The fish is being put up in small packages and is designed to be sold to the retail trade. Since Oregon coastal salmon is of high quality, it is believed that the new product will prove a popular seller.

**CHARLES FELLER** reports that the Seattle trawler "Twin" has been brought to the Oregon coast to be used out of Marshfield, Oregon. "The ship was

brought down about two weeks ago," said Feller on April 26, "and since that time has made three trips after getting gear aboard and fitting out. Weather conditions have not been favorable and operations have been somewhat restricted.

"However, the last trip, landed this morning, weighed in at 5,000 pounds of mixed fish, including soles, halibut, ling, rockcod, sturgeon, flounders, crabs and other fish. Many fine large sole were among the catch.

"I am not personally acquainted with the operations of paranzella trawlers, but

I do believe that a single boat, operating alone, is the most economical method. It is the general plan used by all European craft that frequent the North Sea and on up, and is a well-trying and generally successful way of catching fish. As soon as the master of the 'Twin' is better acquainted with the grounds here, there is every reason to believe that he will make larger landings when fish come closer in to shore from deep water."

**COAST FISHERIES** expects to do an extensive business in shipping shad this season. Last year the Reedsport (Oregon) firm handled over 500,000 pounds, but this year Manager Clyde Chase hopes to increase that amount materially.

"We shall ship by our own trucks as far as Seattle and the California line," states Chase, "and expect to make use of express shipments throughout the west. Our six large trucks will enable us to cover Oregon thoroughly."

The shad is caught in gill nets; for this reason the fish averages between four and five pounds and is of uniform size. Fish caught with seines on the Columbia varies considerably in size.

Shad will be shipped east, and Chase expects to freeze a considerable quantity. Other products to be handled will be shad roe and spring chinook salmon (spring season opened at Coos Bay on April 15).

In preparation for the season's activities, Coast Fisheries has purchased 15 salmon craft from the estate of Umpqua Fish & Cold Storage Co., as well as the plant. The latter formerly was owned by George and Thomas Richardson, who now are in the employ of Chase's firm. A new 100-hp. steam boiler has been installed to take care of processing crab and shad roe for canning. A separate room has been added to house the boiler.



## Seafood Producers

*Fresh and Frozen Salmon:* Selected fish of fine flavor and appearance. Sells quickly and is popular with the trade.

*Jerked Salmon and Shad:* Prepared through the exclusive Coast Fisheries method, wrapped in cellophane, carrying the famous "C-Coast" label.

*Shad and Shad Roe:* Recognized everywhere as a seafood delicacy. A sure seller and one which will bring every customer back for more.

*Crabs and Crab Meat:* The famous King Crab, fine in texture and with firm, white flesh. Cooked immediately after being taken from the sea.

If you are not featuring these sea delicacies with the well-known "C-Coast" brand name, it will pay you to investigate. Write or wire today for information and quotations.

# COAST FISHERIES

Reedsport, Oregon

### J. E. LAWRENCE & CO.

Merchandise Brokers  
**General Sea Foods and Fish  
Products**  
242 SALMON ST. PORTLAND, OREGON

### The Oregon Fish Co.

COLUMBIA RIVER SMELTS  
Also Wholesale Dealers and Shippers  
Fresh, Salt and Smoked Fish, Crabs, Clams,  
Oysters and Various Sea Foods  
Telephone Atwater 5127  
143 Front Street, Portland, Ore.

Established 1914

**J. H. REEVES**  
Wholesale Fresh Fish Broker  
809 N. E. 76th St.  
Portland, Oregon



*This division of FRESH FISH SECTION  
is of interest to the Northern California pro-  
ducers and distributors of fresh seafoods*

## NO. CALIFORNIA

**MONTEREY SARDINE** Industries, Inc., Monterey, California, recently signed a contract for three years with 10 wholesale fresh fish firms of that city. The contract calls for delivery of fresh fish, and binds the distributive organizations to buy all such seafoods which are taken in nets from the fishermen's corporation. Species to be delivered will include anchovies, sardines, perch and other varieties. It is hoped that the agreement will aid in stabilizing prices and controlling production.

**LEE SING HONG** of Monterey, 60-year-old Chinese crab fisherman, died of heart failure during March, his body being found on the beach on March 18. It was believed that he was overcome while hauling in nets.

**THIS "SCIENTIFIC BUG"** is catching, in the opinion of Wm. G. Williams, clam merchant of El Pizmo, California. Last year he was employed by California Commercial Fisheries Bureau at Monterey and there learned considerable about objectives and purposes of the enforcement and research staffs of the state organization. Then, later, he had opportunity to observe the "long-hairs" at their annual job of taking a theoretical census of the clam population of the beach at El Pizmo. Being not entirely in accord with the procedure and thinking he knew a better way to do it, Williams did a good deal of emphatic talking over the hot cakes to his patient "Mrs.," the result being that the good lady at last took up a clam fork and struck off down the beach to try things out for herself. Williams, seeing that he had started something sort of serious, tagged along. When at last the Missus decided she was over pay dirt, she drove down the fork, and at the first lift turned up 30 baby clams, the size of a lima bean, and this by actual count!

Established 1918 Telephone 864

### SAN LUIS FISH CO.

Wholesale Shippers of Fresh Fish, Shell Fish and Abalone in the shell and sliced  
581 Dana Street, P. O. Box 305  
San Luis Obispo, California

T. HAMAGUCHI, Prop.  
Market Phone, 196 Residence Phone, 2372

### CENTRAL CALIFORNIA FISH CO.

Wholesale Fish Dealers of every variety of Fresh Fish caught in Monterey Bay  
CITY WHARF - MONTEREY, CALIF.

### Oakland Fish Co.

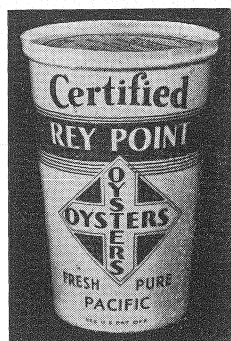
WHOLESALE

Fresh, Salt, Dried

Note: We buy Barracuda, Yellowtail, Sea Bass, Bonito, Jewfish for salt. Producers quote us prices per ton.

505 Washington St., Oakland, Cal.

Monterey dealers on April 2 at 10 cents per pound.



## "REY POINT"

OYSTERS

From our own beds at Elkhorn Inlet, Monterey Bay, California. Superior in Texture, Appearance and Flavor. Quarts, Pints and ½ Pints in attractive lithographed containers, also Gallons and ½ Gallons in tins.

Distributed by  
San Francisco International Fish Co., San Francisco; Santa Cruz & Monterey; Bay Cities Oyster Co., San Francisco; Meredith Fish Co., Sacramento, and A. K. Koulouris Co., Ltd., Los Angeles, California.

### WEST COAST OYSTER FARMS, Ltd.

535 Washington St., San Francisco

## SEED OYSTERS

International Oyster Co., Ltd.

Tokio and Matsushima, Japan

Largest growers Japanese Seed Oysters in Japan. Under supervision Japanese Bureau Fisheries. First prize 1930 Tokyo Oyster Exposition. Original exporters, oyster seed to the U. S. Shipped direct to grower via fast steamer, 12,000 to 15,000 count per case.

Noted For Their  
Excellent Flavor

U. S. Distributors

### MUTUAL SUPPLY CO., Inc.

444 SANSOME STREET  
SAN FRANCISCO, CALIF.

### MEREDITH FISH CO.

Wholesalers—Specializing in

## CAT FISH

116 Eye St., Sacramento, Calif.

### SANTA CRUZ FISHERIES

A Cooperatively Owned  
Association  
Wholesale

### FRESH FISH

Municipal Wharf, Santa Cruz

I. TAKIGAWA, Pres., Mgr.

### PACIFIC MUTUAL FISH CO., Inc.

### FRESH FISH

Telephone 368 P. O. Box T  
Cable Address "Pac-Mutual"  
23-25-27 MUNICIPAL WHARF  
Monterey, Calif.

## "FARALLON BRAND"

## Fillet Sole

We Operate Our Own  
TRAWLERS

Careful attention given all  
orders regardless of  
quantity

## STANDARD FISHERIES

Foot of Leavenworth Street, San Francisco, Calif. P. O. Box 2232

Branches: Eureka, Pittsburg,  
Santa Cruz, Monterey

**HI-SEA BRAND****HIGHEST QUALITY****ABALONE**

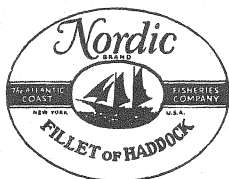
In 5 and 10 Pound Boxes  
Direct from Packer

*Standing Orders  
Solicited*

**HIGASHI FISH COMPANY**  
Monterey, Cal.

**San Francisco  
International  
Fish Co.**

535-39 Washington St.,  
San Francisco, Calif.



California's Largest  
Producers and Whole-  
salers. Maintaining  
nine branch houses and  
a large fleet of trawlers.  
Domestic and export  
shipments, all varieties.

Nationwide Shippers of  
*Fresh and Mild Cured*

**SALMON**

+

*Fresh, Mild-Cured  
and Smoked*

**FISH**

+

*First Grade Sliced*

**ABALONE**

+

*Operating the  
Most Modern  
Type of  
Diesel Trawlers*



Main Office - - 542 Clay St.  
San Francisco, Calif.

BRANCHES: Oakland, Monterey,  
Pittsburg, Eureka, Santa Cruz,  
Point Reyes.

**WESTERN  
CALIFORNIA  
FISH CO.**

*General Offices*  
556-566 CLAY STREET  
SAN FRANCISCO

**Cal-Pac**

*Brand*

**West-Cal**

*Brand*



*Fresh, Frozen, Salt,  
Smoked, Canned*

**FISH**

*We Operate Our Own  
Trawlers*

BRANCHES: Eureka, Oakland,  
Pittsburg, Del Monte Fishing &  
Packing Co., Monterey.

**HENRY DOWDEN & CO.**  
**BROKERS**  
*Marine Products*

598 CLAY STREET  
SAN FRANCISCO, CALIF.



TELEPHONE  
Davenport  
6820

*This division of FRESH FISH SECTION describes production and sale of fresh fish products in Southern California*

## SO. CALIFORNIA

### Totuava Traffic Ends

**T**OTUAVA FISHING suffered decline during the past season, in the opinion of Harry Orfanos, restaurant proprietor, merchant, and fish broker of Calexico, California. Competition from the native fishermen's "co-operativa", or producing guild, has made deep inroads into the business of independent brokers, he says.

"There has been no price. It was impossible to catch the fish, haul it several hundred miles to the San Pedro market, and part with it at such prices as four or six cents a pound. My whole season's activities amounted only to 35 tons—a quantity which normally would represent a poor week's business," says Orfanos.

Ordinarily the fish-trucking season opens with a lively trade in corbina, followed by large shipments of machorro. Nothing of the sort occurred this year, says the custom house broker, for although both corbina and machorro were exceedingly abundant, none were caught for shipment.

"The river was full of lisa (mullet), too, and they were just as big and fat as usual, but this time there seemed to be no market for them, so we did not bring any out. In fact, all my fish business put together did not equal one month of normal operating."

All of the past fishing season in the Gulf has been overcast by the tragedy with which the work began. The typhoon of last November, which resulted in such extensive damage along the Mexican littoral, created mortal havoc in all the totuava camps.

"At Santa Clara del Colorado, in Sonora state, the hurricane struck so quickly that the fishermen were not able to reach the shore in time. In the surf they were capsized, and they and their boats were rolled up on the beach," relates Orfanos. "One little dug-out 'canoe' was upset only 20 yards from shore, and two of the men in it were drowned. The other native was struck by the rolling boat, and his head was gashed open, but the people rushed into the water, got hold of him, and dragged him to safety on the beach. We never found the bodies of the other two, nor the 'canoe'; all that ever was recovered was one of the paddles.

"At this same time there were eight men crossing the Gulf, from Santa Clara to San Felipe. They all were lost, and although the boat was discovered floating bottom up, the fishermen were never seen again.

"Right on the beach at San Felipe three more men lost their lives. A total of 11 were drowned there. Not one of the cadavers came ashore, or was recovered on the surface. However, at a considerable distance from the camp two bodies were picked up later, but the people could not tell whether these were their friends and relatives, or were unknown to them. They were found for other fishermen were drowned at Santa Peñasco, and still more at Bahía

Kino. In all, about 22 totuava fishermen were killed in that typhoon."

Considerable change has taken place in the fishing camps during the last 20 months, says the Calexico broker. At San Felipe the original tiny store that was operated by Enrique Conklin has been superceded by a larger commissary run by the fishermen's union, or co-operativa. Conklin, boat-owner and shrewd business man, has risen to become general fish merchandiser for the co-operativa. The government at last has built a school house at the camp, and delegated a teacher for the children who were growing into illiterate adulthood there. At Campo Nuevo the Villalobos ice plant is idle, while the numerous partners who were interested in the improperly engineered project continue in a deadlock of disagreement as to future policies.

Santa Clara, on the east side of the sea, now has a general store operated by Alfredo García and another of which the widely-known Enrique Senés is owner. Besides these, there are several perambulatory traders who come through the various camps from time to time, offering their gingham, red pepper, corn husk, Bull Durham, frijoles, fish hooks, bottled soda, eggs, soap, lard, cotton fish-line and flour from off automobile trucks which tarry only a day or two before proceeding to the next water-side settlement.

"Totuava fishing will close with the end of April," states Orfanos, "and will be closed all during May. My trucks will then be put out of commission until late next autumn, for the desert is too hot to haul across during summer. I have two Reo Speedwagons of three tons rated capacity, each of which carries five tons easily. I also have a Sterling three-and-a-half-ton, a Sterling two-ton, and a Chevrolet six-wheeler. With all this equipment I have moved only 35 tons of totuava all season."

Native fishermen are experiencing a serious time, their endeavors to provide for their families being made exceedingly difficult. With American markets refusing the only product they have to offer—totuava—at prices which represent profit to them, the people have been forced to avail themselves of Indian methods of supporting life. Whenever a quantity of fish is sold at a price which results in, say, \$50 profit, the co-operativa purchases standard comestibles with the money, and at the community store makes distribution of the supplies. Only by adherence to communal principles, in which each citizen helps all the others, has the colony been able to support itself. How to obtain clothing has been a principal problem, as also is that of procuring a variety of food. However, the climate is kindly, and with fish in abundance all around them, the fisher folk never will be forced to endure emaciation through hunger.

APPROXIMATELY 100 TONS of frozen swordfish have been shipped to Los Angeles, Boston and New York to date in 1932 from Japan. The price, cif. West Coast, has varied from 10 to 20 cents per pound, while in the East it has been 12 to 15 cents.

**BODEGA OYSTER CO.** is expected to be the name of a new firm recently organized in Santa Rosa, California, to plant and raise Japanese transplant Pacific oysters in Bodega Bay, California. Partners in the enterprise are Frank P. Doyle, president of Exchange Bank, Santa Rosa; E. A. Rodgers, Buick automobile distributor, Santa Rosa; Assemblyman Hubert B. Scudder, real estate and insurance man, Sebastopol.

Approximately 300 acres in Bodega Bay are available for planting, of which two acres have been seeded in a preliminary test. It is expected to have oysters ready for distribution by January, 1933. The shellfish will be sold chiefly through local markets, principally in the bay district, and probably will carry the brand name "Bodega Point." No buildings or equipment will be purchased at present, since the project has not yet passed the experimental stage.

The Bodega Bay development came as a result of a survey made last year by Paul Bonnot of California Commercial Fisheries Bureau and H. C. McMillin, United States Bureau of Fisheries. Their findings indicated that the bay was suited for development as an oyster-growing region.

Planting of the first two acres was accomplished during the latter part of April under direction of McMillin, who supervised deposit of 500,000 seed oysters. Some of these were placed on sandy bottoms covered only by a shallow sheet of water. Other spat was placed on mud bottom in shallow water, where it will be exposed at low tide. Still a third planting was on mud bottom in deep water. It is expected that approximately three-fifths of the total seed planted will reach maturity.

**M. A. EAGER**, clam grower of Venice, California (near Los Angeles), recently brought suit against Metropolitan Oil Corp., alleging that when the firm's Venice oil well "blew in" it killed all his shellfish. His suit was for \$18,000.



**M. N. BLUMENTHAL**

California Distributor

405 Stanford Los Angeles

# LOS ANGELES FISH SHIPPERS

MAX FREEMAN, President

Phone TUCKER 1160, 1168, 1169

## Superior Sea Food Co., Ltd.

632-634 CERES AVE., LOS ANGELES, CAL.

Wholesale Purveyors of  
**SEA PRODUCTS**

To Institutions, Hotels and Restaurants

*Always in the Market for Specialties*

## HARBOR FISH COMPANY

Wholesale Dealers

Fresh, Salted, Smoked and Canned Sea  
Foods. All varieties of Shell Fish  
and Specialties.

PRODUCERS, TAKE NOTE:—Quote us on  
all kinds Fresh Fish and Specialties.

631-633 CENTRAL AVE.

LOS ANGELES, CALIFORNIA

Phones TR 6259, TR 6250

## Wreden Packing & Provision Co.

*Extensive Dealers in Fish, Meat  
and Poultry in Los Angeles  
for the past 30 years.*

PRODUCERS AND SHIPPERS KINDLY  
QUOTE DIRECT

Main Plant and Offices:

**129 SOUTH MAIN STREET**

Phone MUtual 4351 Los Angeles, Calif.

## M. H. ISENBERG

Formerly Zaiser Produce Co.

Wholesale Fish Dealers

Specializing in Fresh Water Fish

We are the oldest firm in Los Angeles  
handling the  
**Fresh Water Fish Trade**

Telephone WEStmore 5705 Los Angeles

**1812 South Central Avenue**

LOS ANGELES, CALIFORNIA

*Super-Quality*

## SEAFOOD



## CENTRAL FISH & OYSTER CO.

PRODUCERS, TAKE NOTICE

We buy all kinds of Fish, especially Carp,  
Black Cod, Mullet, White Fish, Rock Cod,  
Halibut, Salmon and Specialties.

Telephone VAndike 3740

1012-14 S. Central Ave., Los Angeles, Calif.

## YOUNG'S MARKET COMPANY

Wholesale Fish Division, Los Angeles

ATTENTION, PRODUCERS: QUOTE US  
FRESH FISH AND SPECIALTIES

410 TOWNE AVE., LOS ANGELES, CALIF.

Phone MAAdison 1451

*Phone VAndike 2084*

## The Los Angeles Fish and Oyster Co.

**739 Kohler St., Los Angeles**

*Subscribe—*

to West Coast Fisheries,  
the recognized publication  
of the western fisheries  
industries. Two dollars  
per year.

**WEST COAST FISHERIES**  
*124 West 4th, Los Angeles, Calif.*



## PORTUGUESE FESTA

"LA FESTA DEL ESPIRITO Santo", annual celebration of Point Loma Portuguese, will this year be held on the fifteenth of May. Capt. Matthew C. Monise, master and engineer of "Invader", will be 1932 president of the religious order having the observance in charge. Associated with him will be Capt. Manuel O. Medina of "Atlantic", permanent treasurer, and Capt. Manuel Freitas of "Navigator", permanent secretary.

Queen of the pageant will be Miss Alice Silva, cousin of Mrs. Monise. This year there will be four queensmaids, instead of two. These will be: Miss Gertrude Brown, cousin of Mrs. Monise and daughter of Frank Brown, tunaman aboard "Invader"; Miss Tillie Athaide, cousin of Mrs. Monise and daughter of José Athaide, carpenter; Miss Adeline Silva, cousin of Captain Monise and daughter of Joe Silva, tunaman aboard "Navigator"; Miss Vera Vierra, cousin of Captain Monise and adopted daughter of Joe Silva, just mentioned.

Maids of the Sacred Square will be: Miss Elvira Silva, daughter of Capt. Manuel Silva, owner of "Rajo"; Miss Helen Nunes, daughter of Sibel Nunes, market fisherman; Miss Alice Rogers, daughter of Joe Rogers, engineer aboard "Navigator"; Miss Lucy Brennan, daughter of M. Brennan, tunaman.

The little "boat queen" will be Phyllis Marie Monise, aged four and a half, only daughter of Captain and Mrs. Matthew C. Monise. She will be attended by two maids (instead of the usual four), these children being Genevieve Sousa, four-year-old daughter of John Sousa, engineer aboard "Atlantic", and Ysobel Currier, five, daughter of Frank Currier.

Maids of the little sacred square will be Matilda Tavares, daughter of Manuel Tavares, tunaman; Angie Vierra, adopted daughter of Joe Silva of "Navigator"; Adeline Rogers, daughter of Joe Rogers of Navigator; Lucy Stanton, American, descended from an old Spanish family who were pioneer settlers on Point Loma. "Invader" will be flagship of the festa, and it is expected that at least three others will be dressed in flags and lights for the occasion. Certainly both "Atlantic" and "Navigator" will take part in the holiday festivities.

This year there will be no display of fireworks on the Saturday night before the pageant. However, there will be dancing and music and the big Sunday banquet. Mrs. Mary Athaide will have charge of the kitchen again, so the success of the "cats" is assured. With her will be Mrs. Adelaide Lucas, mother of Mrs. Matthew C. Monise, the two women having worked in the kitchen during the annual festas throughout '14 consecutive years.

"Invader" was due in port about May Day from a trip south of the equator. It will be remembered that last year the flagship arrived just in time to make ready for the big event of the San Diego Portuguese year.

"SANTA MARGARITA," 18 days out of San Diego and with only a half ton of tuna aboard, put back to port when Manuel Gonzales, navigator, developed abdominal cramps. Instead of putting the sick man aboard some passing freight or passenger steamer, the crew ran the whole 700 miles from Alios Rocks to San Diego. At the time of arrival Gonzales was much better, and within a day or two was walking around, apparently

entirely recovered.

Owners of the vessel outfitted her with new supplies of fuel and provisions, and

without even opening hatches to remove the half ton of tuna already aboard, the ship put back to sea.

### J. P. HORMAN FISH CO.

WHOLESALE

*All Fresh Fish in Season*

Telephone 350-W

NEWPORT BEACH, CALIF.

### FRANK SUTTURA FISH CO.

Wholesale Shippers

*Shipping Fresh Fish*

Telephone 269 or 134

NEWPORT BEACH, CALIF.

## LOBSTERS

*Alive and Cooked*

Although specializing in Lobsters, we also ship all kinds of California Sea-Foods everywhere and guarantee you par-excellent service. Special attention given to standing orders. Wire for our quotations.

### S. LARCO FISH CO.

Established 1870

214 State Street  
Santa Barbara, Calif.

## SALTED-DRIED PICKLED FISH

*Wholesale Dealers in and Shippers of*

Salted Barracuda, Yellowtail and Jewfish. Lobster in Season—

*Live and Cooked*

*We Specialize in Fish Fertilizer and Fish Oil*

### AMERICAN FISHERIES COMPANY

Established 1908

841 Harbor Street San Diego, Calif.

# M. N. BLUMENTHAL

WHOLESALE FISH BROKER

**Producers Selling Agent**

Fresh and Frozen Fish,  
Frog Legs, Shrimps, Crabs,  
Scallops, Red Cross Brand  
Oysters, Fillets

**405 STANFORD AVE.      LOS ANGELES**

*Purveyors to the Discriminating*

## American Fisheries, Inc.

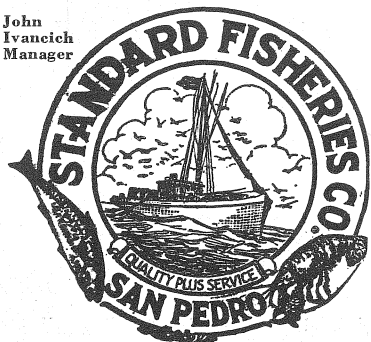
NOT THE LARGEST, BUT THE BEST

**Fresh, Salt or Smoked Fish**

**MUNICIPAL FISH WHARF, San Pedro, Calif.**

# SAN PEDRO FISH SHIPPERS

John  
Ivancich  
Manager



*We ship standing orders all over Texas,  
California, Arizona, Nevada, New Mexico,  
Etc.*

NOTE: We are large buyers of all kinds of Fresh  
Fish and Specialties. Please quote us on volume.

Producers, Packers and Shippers of all kinds of  
FRESH, SALTED AND SMOKED FISH,  
LOBSTERS, OYSTERS, CRABS

**STANDARD FISHERIES COMPANY**

Established 1897

Phone San Pedro 5

Municipal Fish Wharf, San Pedro

GIOSUE DI MASSA, Mgr.

**Los Angeles  
Fish & Oyster Co.**

Wholesale Shippers  
of all kinds  
**FISH AND SEA FOODS**

Telephone 5200

MUNICIPAL FISH WHARF, San Pedro, Cal.

Cable Address: "Mutual", Bentley's Complete Phrase

**Mutual Fish Company**

MUNICIPAL FISH WHARF

San Pedro, Calif.

WHOLESALE  
**FRESH FISH DEALERS**

IMPORT—EXPORT ALL KINDS OF MARINE PRODUCTS

Packers of  
"Pampco" Brand Tempura Fish Cake

George T. Ota, Manager

Telegraph "Mutual" for your fish requirements

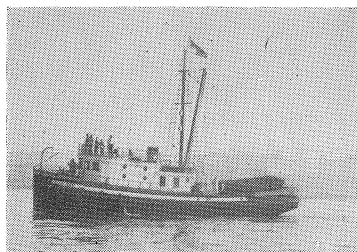
G. MINEGHINO, Mgr. Established 1910

**INDEPENDENT  
FISH CO.**

Wholesale Distributors of All Kinds  
**WEST COAST FISH**

Phone 474 and 475

MUNICIPAL FISH WHARF, San Pedro, Cal.



*You Can't Afford*

*to remain in ignorance of what de-  
velopments are occurring in the  
fisheries world. Send in your two  
dollars today for a year's subscrip-  
tion to*

**WEST COAST FISHERIES**

124 WEST 4TH, LOS ANGELES, CALIFORNIA

**Pioneer Fisheries**

Wholesalers of all kinds of  
FRESH FISH, PERCH, KINGFISH, SMELTS,  
MACKEREL, LOBSTERS, ETC.

Standing Order Specialists

MUNICIPAL FISH WHARF  
Telephone 1474 San Pedro, Calif.

## Brand Names Needed

(Continued from Page 15)

The majority of the fisheries executives questioned on the desirability of having brand names showing the identity of the producing company seemed to feel that there was no necessity for having the firm name in the brand.

"We do not think the proposition of having the company name identified with the brand is particularly desirable," remarks Wiley V. Ambrose. "A brand name derives its value from its acceptability by the public. Where a company name is used as a brand, there is always the possibility of amalgamation or sale, which would have the tendency to nullify the value of a company name on a brand."

"We do not feel that there is any particular advantage in having the name of the company identified with the brand," says Wilbur F. Wood, and Harry J. Halfhill adds: "The company name rarely is considered by the buyer. In other words, we are featuring brands rather than the packer."

"I personally think it is a mistake to make a brand name, tying it up with a company name, as there are so many other methods of selecting attractive, catchy words that really mean more to the general public than the firm itself," explains Hornstein. "There are exceptions, however. As an example, consider 'Smith Brothers Cough Drops.' The letters 'S.B.' seem to be easily remembered and the firm no doubt has built up a large fortune on this item."

Halferty and Beard favor association of the company in the brand if sensibly done. "It is evident that we believe it important to have our company's name identified with the brand, since we have 'Nefco' and 'Canfisco' brands," explains the latter, while the former states that he believes that when a company name carries individuality, such as does "Halfhills," and if the product is good, identifying it through the name of the packer undoubtedly will be helpful.

### Locational Names

"We would say that a brand name indicating a location, such as 'Rocky Point,' would not have any value beyond the amount of demand created by advertising," says S. R. Hornstein.

"There are certain local names, such as Catalina or San Clemente, that might interest those familiar with these localities," states Harry J. Halfhill, "but otherwise, in our opinion, it makes no difference whether a commodity is given a locational name or some other."

Wilbur F. Wood: "We believe that there is some advantage to the use of a locational name, although this is debatable."

Wiley V. Ambrose: "Locational names in our opinion are good."

Harry R. Beard: "We do not make much use of locational names, therefore can make no comment."

Guy P. Halferty: "'Rocky Point' does not mean a thing. 'Sunny Point,' however, would mean friendliness, cheerfulness. Frankly, I do not believe locational names are desirable."

### Fitting Brand to Market

Selection of brands to appeal to certain markets or to apply to certain types of products is a matter of considerable importance, believe a number of the

packers, while others feel that it does not have any great effect upon sales.

Guy P. Halferty: "We do not use certain brands in certain markets. We try to make a standard for each brand and maintain that standard."

Harry R. Beard: "We have different brands for different grades and also use different brands in different localities."

Wiley V. Ambrose: "We use our brand name only on one quality of our pack and adhere to this proposition rigidly."

Wilbur F. Wood: "Our firm makes no difference in the brand names used in various markets, except that perhaps one brand may be more firmly established in one area than another and it naturally would be featured. On the whole, we try to place the same quality under each label in all markets. The type of pack under each label is never varied. In other words, we never market any type of pack under our 'Blue Sea' brand except a fancy, solid-chunk pack of yellowfin tuna."

Harry J. Halfhill: "We develop brands that are used exclusively on certain packs but not in certain markets."

Samuel R. Hornstein: "We endeavor to concentrate on one brand, as 'Treasure Brand' in sardines, and we use this wherever possible unless other labels are requested. In the pack of sardines we do not have more than one grade and quality. In tuna, however, we have several varieties and several grades. Consequently, in order to avoid any possible confusion, we usually have a different brand name for each grade and variety."

"For instance, white-meat tuna we pack under 'Mermaid Supreme,' fancy yellowfin under the 'Abbey' gold label, solid-chunk yellowfin under the 'Biltmore' label, standard yellowfin under the 'Coast' label, striped tuna under the 'Treasure' label, bonito under the 'Satisfaction' label. In some cases we use the 'Treasure' and 'Coast' labels for bluefin and bonito, but we use an entirely different color so that there will be no chance of any confusion. On flakes we use a red label for white-meat tuna and a green label for light-meat tuna; we put the word 'flakes' in large, bold type so that there will not be a chance of a buyer buying a can of flakes when he thinks that he is purchasing a fancy or standard pack of tuna."

### A Technician's Views

Of interest to all packers of fishery products will be the ideas gained by Adolph Lehmann, president of Lehmann Printing & Lithograph Co. of San Francisco, from many years of experience in producing labels for canned fish.

"To the question as to what constitutes a good label," says President Lehmann, "it might truthfully be answered: appeal to the eye and to the taste, inducing purchase of the labeled product, thus creating acquaintance with the food which the label introduces. If it is meritorious, a deeper and more lasting friendship is established, so that the label, the product and the consumer become the Three Musketeers of commerce, standing together on the principle of 'all for one—and one for all.'"

"The label is an ambassador; it creates, first curiosity, then good will, and becomes a symbol of definite quality; it introduces in faraway places the edible delights of the great northwest; brings additional fame to its rivers, and the waters of Alaska; makes the world desire to visit the homeland of the silver horde; the

trapping, canning and cooking processes invite inspection. Likewise does it do honor to the harbors of Monterey, Los Angeles and San Diego, where are packed various types of tuna, as well as sardines, all valuable as economical and health-giving food.

"A good label is one which adheres to the advice of Polonius when he said: 'the clothes proclaim the man.' A good label will decorate the package in a manner to please—neither too simply, nor too gaudily. The severely plain label suggests cheapness, while the gaudy one expresses the ballyhoo of the mountebank. The label should invite confidence and respect, and always be truthful in its statements. It must comply with the laws governing contents of the can."

### Design and Simplicity

"The design should be distinctive, and the brand name one of simple pronunciation. Beyond question of dispute these two points cover the greatest value of a label. If the character of designing and the brand name can readily be committed to memory, the primary purpose of the label has been accomplished. Thus the package, once having been seen, readily will be recognized when again sought."

"Brand names may be created from coined words, from geographic names familiar to the vicinity of the pack, from a condensation of the firm name if that is permissible, or the use of some simple sounding name, provided previous use has not been usurped by a competing brand."

"Next in importance to the general design and the brand name might be mentioned the colors. In the fish canning business, red background labels have prevailed since the founding of the industry. The public is accustomed to this background color and readily associates it with the product. But similarity of color background is offset by many novel ways of treatment, such as use of unique lettering effects, border designs, trade mark devices, use of monograms, heraldic embellishments or other distinguishing marks, and arrangement of the fish vignette to bring the smack of the sea to the sense of appetite."

"From a standpoint of advertising value it is better to have but one brand, or as few brands as possible, thus concentrating in the easiest possible manner the goods of one concern, to give that particular company the utmost prestige and leadership in its field. However, packers cannot always confine themselves to such a limited manner of marketing. They harken to trade demands for additional brands; the chameleonic lure for extra business induces them to forego concentration on one or a very few brands. Each packer must adjust himself to the type of trade he seeks, as well as the demands of such trade. When a series of brands are used by the same firm it is highly desirable that a distinguishing mark of some kind be used so that the entire line ties up as the product of one concern."

"Honor the label. It will bring honor to the canner."

"SHASTA," handsome tunacraft belonging to Charley Landers and Lawrence Oliver, was hauled out on the San Diego Marine Construction Co. railway and dressed up in new paint in observance of the advent of the summer tuna season.

## Merchandising Fish

(Continued from Page 13)

sters, scallops and other products of the deep has been keyed to women's demand for convenience. It is a far cry from the fish peddler's cart to the glistening, cellophane-wrapped box of haddock fillets. Here is a piece of merchandise which carries all the wealth of suggestion to which women have become accustomed—convenience, cleanliness and healthfulness. Birdseye "quick-frosted foods" are displayed in a spotless refrigerator case. Every suggestion to the woman which these products make is in key with her established judgments of commodities worthy of her dollars.

The convenience factor is stressed in newspaper advertising, in the menus and recipes given over the radio, in the cooking schools conducted by Birdseye dietitians for homemakers. Attractive appearance, spiced with the novelty, has stimulated women to buy. The quality has been in the product and housewives who purchase once, purchase again.

Special merchandising and advertising efforts have been concentrated on seafoods. Suggestions of unusual and attractive dishes, using the new quick-frozen fish and seafood, are being put before housewives through every possible channel—newspaper advertising, circulars distributed by dealers, radio broadcasts and personal contact.

Chiefly, purveying of Birdseye products to the homemaker has been keyed to modern tastes and trends. The results have demonstrated that this is an essential principle and must be the key-stone in the merchandising arch.

## Too Many "Sea Basses"

(Continued from Page 40)

croaker by calling the 100-pound female "totuava" and the 25-pound male "machorro". In quality the two are identical.

"Corbina" is another croaker. A close relative of totuava and machorro, it is pursued and fed upon by its larger kin. Mexican corbina weighs five to 10 pounds, seven pounds being a common size. It is whiter-fleshed, finer-grained and tastier than either totuava or machorro, but because of more delicate physical structure is not so suited to rough handling and long transit. Eventually, when refrigeration and transportation methods are further perfected, Mexican corbina will rank equally with the larger croakers in annual tonnage produced.

In the waters of the State of California there are no totuava and no machorro. It is true that a species of corbina (corvina) is present in local territory, but the variety is outlawed to market fishermen and may not be exploited commercially, it being held in reserve for the exclusive delight of sport anglers. Therefore, insofar as the fish trade is concerned, all three kinds can be regarded as solely Mexican in origin.

"White sea bass", on the contrary is a domestic fish, and is produced locally in abundance during spring and summer months. It is a big croaker, and in general similar to totuava, machorro and corbina, but of an intermediate size between the last two listed.

Definite Mexican names for each of the Gulf species were introduced to American usage by WCF several years ago, and since that time its example has been imitated generally. At present

most of the large fish houses are quoting on "totuava", "machorro", "corbina", and "local white sea bass" or simply "bass." This obviates the possibility of error, and no confusion is engendered in the mind of the northern or eastern dealer who is not so familiar with the several varieties of croakers as is the person resident near the Western shore. Furthermore, many fewer words are needed in sending out telegraphic quotations, which effects an important saving in communication costs during a winter's season.

**UMPQUA RIVER** (Oregon) season on salmon and shad will open on April 15, according to Clyde Chase, manager of Coast Fisheries, Reedsport. "With the enormous amount of snow water in the river," says Chase, "we expect a fairly good run at the opening of the season. At present we are getting our nets and boats ready and anticipate having our usual fleet ready on the first day. During February and March several boats fitted out for halibut and outside troll-caught fish.

"The crab season has held up pretty well all winter. The quality is steadily improving and we don't expect to be out of crabs from now on. We have been running our crab-picking establishment every day. We have been holding a steady supply and have been taking care of our regular business all winter.

"Our smokehouses have been running to capacity during the past two months, putting out jerked salmon and jerked smelt. At this time" (late March) "we are anticipating enlarging our smokehouses to twice their capacity to take care of the future business we are expecting."

**FATE** of the sockeye salmon resource of Fraser River, British Columbia, recently was discussed in Canada's house of commons at Ottawa. Member of Parliament Reid questioned as follows:

"Have any representations been made by the province of British Columbia suggesting or asking the Dominion government to consider the advisability of depleting the salmon in Fraser River in the event of the salmon treaty now before the United States government not being agreed to? If so, are any such suggestions or recommendations being seriously considered by the Dominion government?"

Premier Bennett of Canada replied: "The answer is no, Mr. Speaker, unless the honorable gentleman includes an official letter written by one of the officials in Western Canada to a gentleman in Ottawa. No representations have been made in the sense in which the question is asked."—SHC.

"**SACRAMENTO**," the Santos cruiser which achieved large renown a year ago through the circumstances of a wounded whale jumping aboard, left the water at the ways of San Diego Marine Construction Company while having mechanical work done. Line-shaft was reconditioned, ice machine was rebored and over-size pistons installed, and auxiliaries were examined. Heads were pulled on the main diesel (6-cyl. 360-hp. Fairbanks-Morse) and the big prime mover was found to be in perfect state. All hands painted ship, topside and bottom.

"**CONTE VERDE**", live-bait boat, had a new ironbark shoe and graving pieces put into the keel at the Campbell Machine Company yard during April.

## Fishy and Otherwise

(Continued from Page 20)

**H. C. NUNAN**, Ketchikan (Alaska) manager of New England Fish Co., returned to his home at the first of April after a business trip to Seattle, Washington, and Vancouver, B. C., where he conferred with other officials of the fisheries firm.

**LAWREN BOWLUS**, high-speed biper of the San Luis Obispo family of fish merchants, not long ago took part in a salient triumph when the four-man relay team of which he is a part won the inter-high school competition for institutions whose enrolment was 500 or less. The meet was held at Long Beach, and there his team not only won over a fast field but also succeeded in clipping three seconds off the mile record.

**M. R. & MRS. P. G. JENKINS** returned to Ketchikan, Alaska, late in March. Jenkins is Ketchikan manager for Pacific American Fisheries.

**E. E. CHASE** was elected president of Cannerymen's League of California at its recent annual convention at Del Monte, California. Other officers named at the same time were Robert M. Barthold and G. H. Bradt, vice-presidents; Preston McKinney, vice-president and secretary; G. S. Lackie, treasurer; W. S. Everts, assistant secretary.

**EUGENE ROUSSEAU**, one-time manager of British Columbia Packers at Lowe Inlet, B. C., again is serving as general manager of British Columbia Fishermen's Cooperative Association, which has headquarters in Vancouver.

**CAPT. GUY SILVA**, master tunaman of the cruiser "Emma R. S.", is at sea with another crowd of Hollywood cameramen aboard. Recently he was seen at Socorro Island, where a big white yacht was standing by with motion picture cameras erected on platforms in the rigging, and everything all set to make another "Fishermen's Paradise" film. Guy started this racket himself when he made the first movies of tunafishing with a little outfit of his own. His private reels beat anything that any studio has been able to photograph yet—the probable reason being that he made his negatives in the days when the banks were new, and fishing flush.

**CAPT. CARL BRUINGTON**, Star & Crescent Boat Company, returned to San Diego on April 28 from a week's trip to San Francisco on important business. Says he has recovered entirely from his recent illness, and feels fine.

**MANUEL S. MONISE**, master of the tuna-cruiser "Defender", had the Mexican patrolboat "S.A.F. No. 1" cut down on him with a machine gun last trip. Monise was working in toward anchorage under San Quintin Point, B. Cta., when he saw a vessel coming. Through the binoculars he recognized the patrolcraft, but proceeded slowly toward the shore, looking for good holding ground. Suddenly the Mexican sighted him, changed course in his direction, and apparently afraid that "Defender" would reach land before being overhauled, and escape by galloping away over the antelope plain, "S.A.F. No. 1" got the cover off its machine gun and enjoyed a little target practice. Monise stopped where he was, dropped hook, and waited for the gunboat to approach. The Mexican captain drew up nearby and megaphoned in mixed language for Monise to bring his papers over. The American captain refused to do so, telling the three-striper that if he wanted to see the "Defender's" papers he would have to board him in his own skiff. The weather being blusterly, the patrolman was loath to go to so much trouble, but in the end he had it to do, and had his trouble for his pains for the papers all were in order.





## UNIFORMITY INDIVIDUALITY STABILITY

UNIFORMITY of Quality, individuality of package together with Stability of sales program and price has been combined to establish these three labels in the enviable position they are found today. "Show Boat" and "That's Mine" Alaska Salmon, with the inimitable "Pioneer" Minced Sea Clams are in the van of the West Coast's most popular sea food products

**G. P. HALFERTY & CO.**

SEATTLE, U. S. A.

CABLE "HALFERCO"



*Governor Gasparde Portola*

# PORTOLA SARDINES

are packed in Olive Oil

ONLY ONE pack of California pound oval sardines—K. Hovden Company's "Portola" Steam-Grilled brand—is packed in Olive Oil. Tomato sauce or curry sauce is mixed with the oil, thus giving the seasoned flavor obtainable only in "Portola" products. These fine condiments, added to fish which has been kept firm and full-flavored by the exclusive Steam-Grilling process, have earned for "Portola" sardines an enviable reputation among distributors of foodstuffs.

WHY TAKE CHANCES by handling merchandise which is not known and liked by the public? Housewives of today demand that canned goods be the best obtainable, full of flavor and rich in health-giving qualities. When you distribute "Portola" sardines and tuna, you are assured of the finest products which modern canning methods are able to produce.



for further information, write

## K. HOVDEN CO.

San Diego

MONTEREY

Decoto